

INTRODUCTION TO BIG DATA

ECAP456

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Learning Outcomes

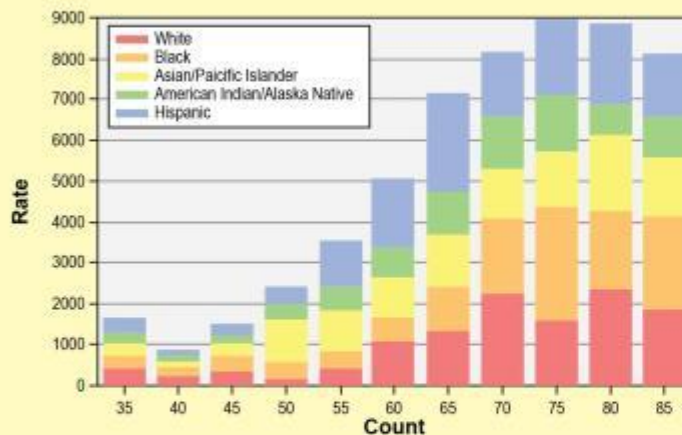


After this lecture, you will be able to

- learn interactive data visualization.
- learn applications of business analytics.

Introduction

GRAPHS | CHARTS | DIAGRAMS | TABLES



Source Application: Adobe Illustrator

Research & facts, Business data & Statistics

Introduction



python

+ colab

Interactive Data Visualization

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Applications of Predictive Analytics

Customer targeting.

Churn prevention.

Sales forecasting.

Market analysis.

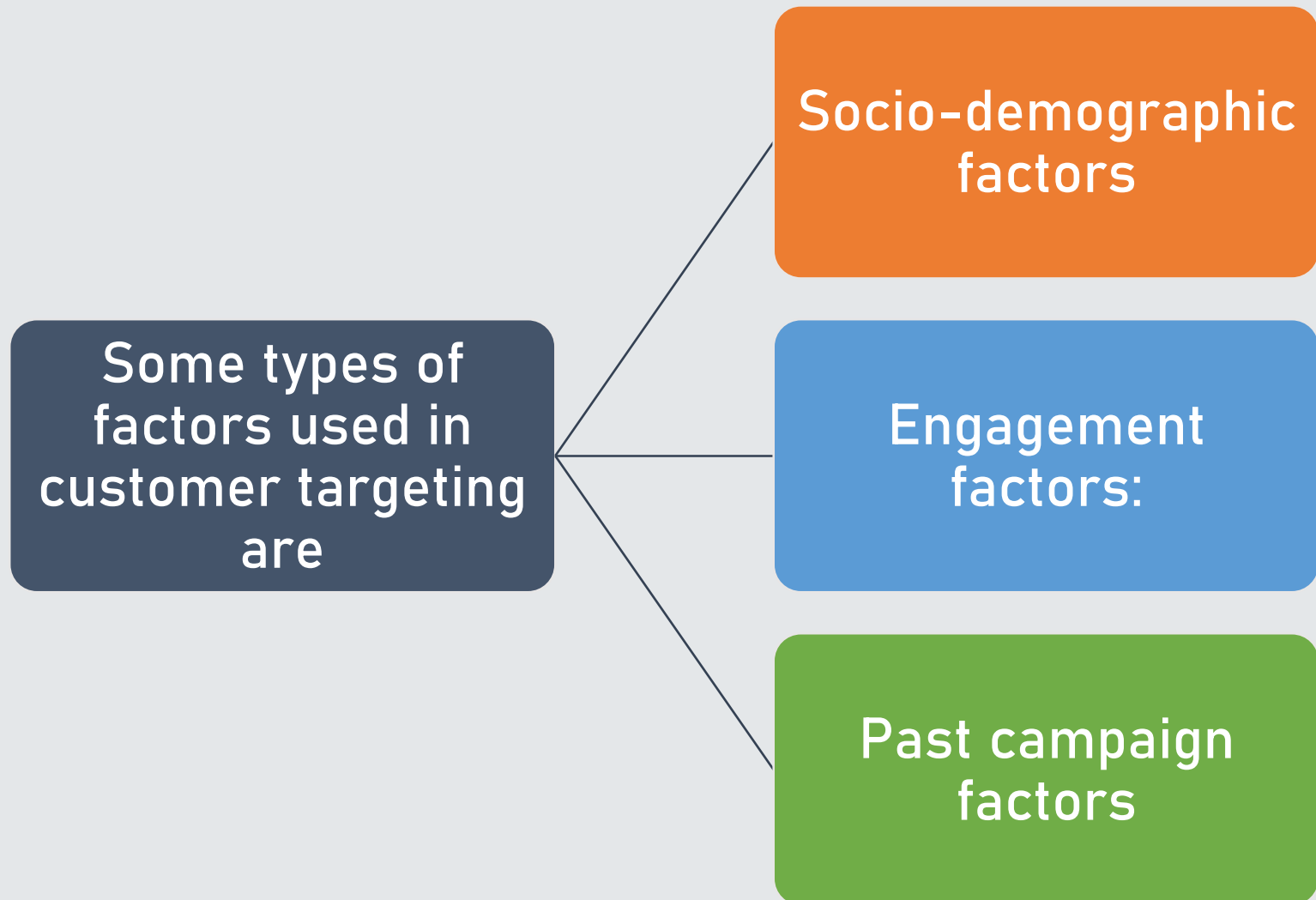
Risk assessment.

Financial modeling.

Customer Targeting



Customer Targeting



Churn Prevention



Churn Prevention

Some types of attributes used in churn prevention are

Socio-demographic variables

Products contracted

Engagement variables

Product/service usage

Technical incidents

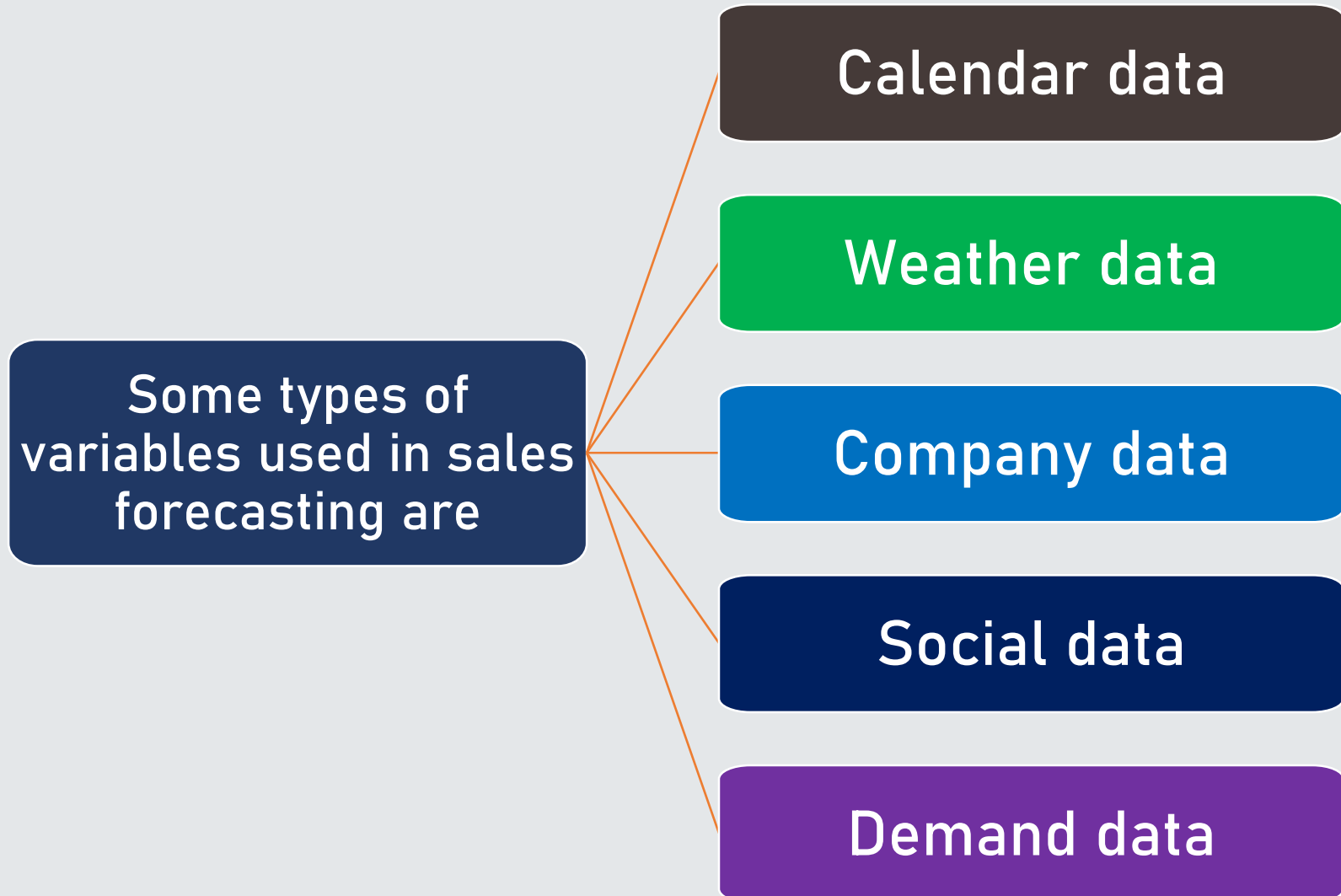
Stationary variables

Competitor variables

Sales Forecasting



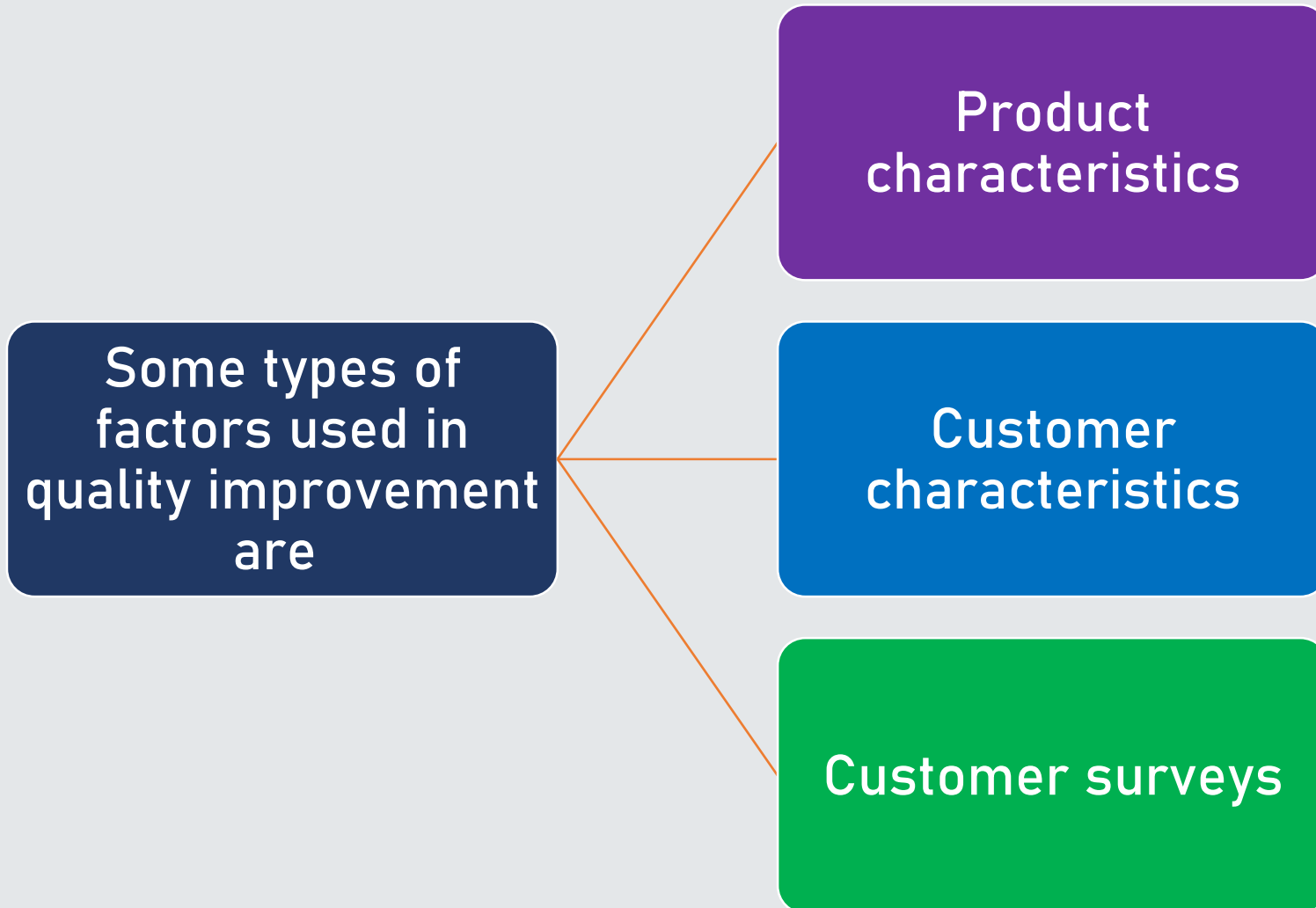
Sales Forecasting



Quality Improvement



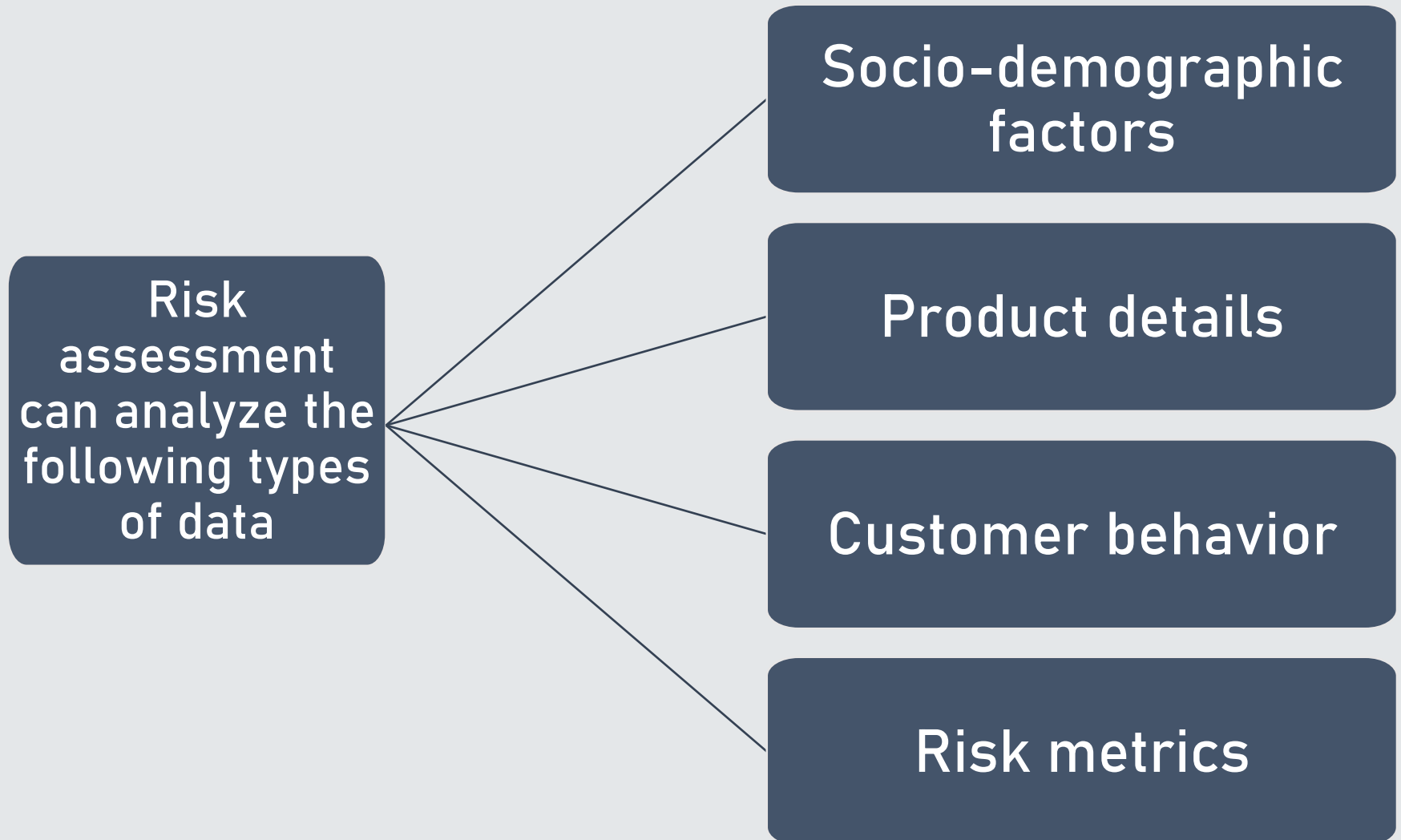
Quality Improvement



Risk Assessment



Risk Assessment



Financial Modeling





That's all for now...



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