PARSHWANATH CHARITABLE TRUST'S
A.P. SHAH INSTITUTE OF TECHNOLOGY
Department of Computer Science and Engineering
Data Science

CSE DATA SCIENCE

Semester : _____   Subject : _____   Academic Year: 20 ____ - 20 ____

1.4 Case Study of Big Data Solution

i) Walmart :-

Walmart is the largest retailer in the world and the world's largest company by revenue, with more than 2 millions employees and 20,000 stores in 28 countries. It started making use of big data analytics.

Walmart uses Data Mining to discover patterns that can be used to provide product recommendation to the user, based on which product were brought together.

Walmart by apply effective Data Mining has increased its conversation rate of customers. It has been speeding along big data analysis to provide best-in-class e-commerce technologies with a motive to deliver superior customer experience.

The main objective of holding big data at Walmart is to optimize the shopping experience of

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customers when they are in a walmart store.

Big data Solutions at Walmart are developed with the intent of redesigning global websites and building innovative applications to customize the shopping experience for customers whilist increasing logistiast efficiency.

Hadoop and NoSQL technologies are used to provides internal customers with access to real time data collected from different Source and centralized for effective use