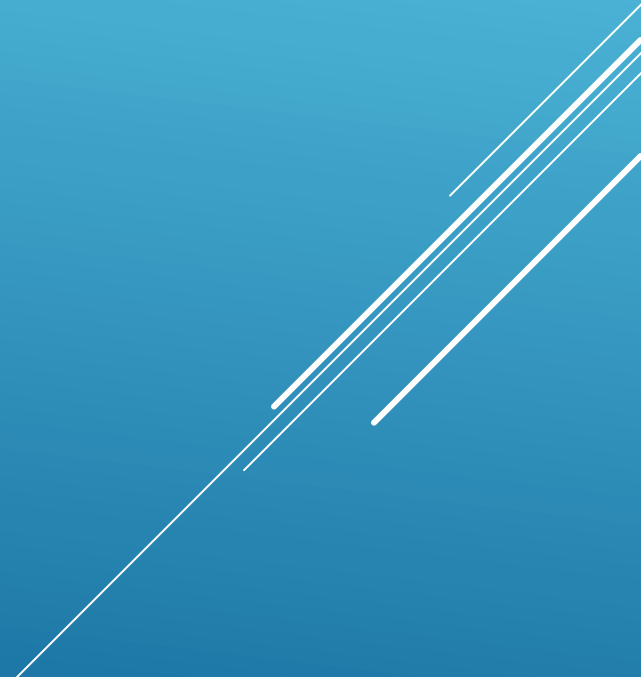


BIG DATA

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208R1A0536



AGENDA

- What is big data?
 - Why big data?
 - Volume ,velocity , variety
 - Advantages
 - Types
- 
- Several thin, white, parallel diagonal lines are positioned in the bottom right corner of the slide, extending from the right edge towards the center.

What is big data?

Big data is an evolving term that describes any voluminous amount of structured, semi structured and unstructured data that has the potential to be mined for information.



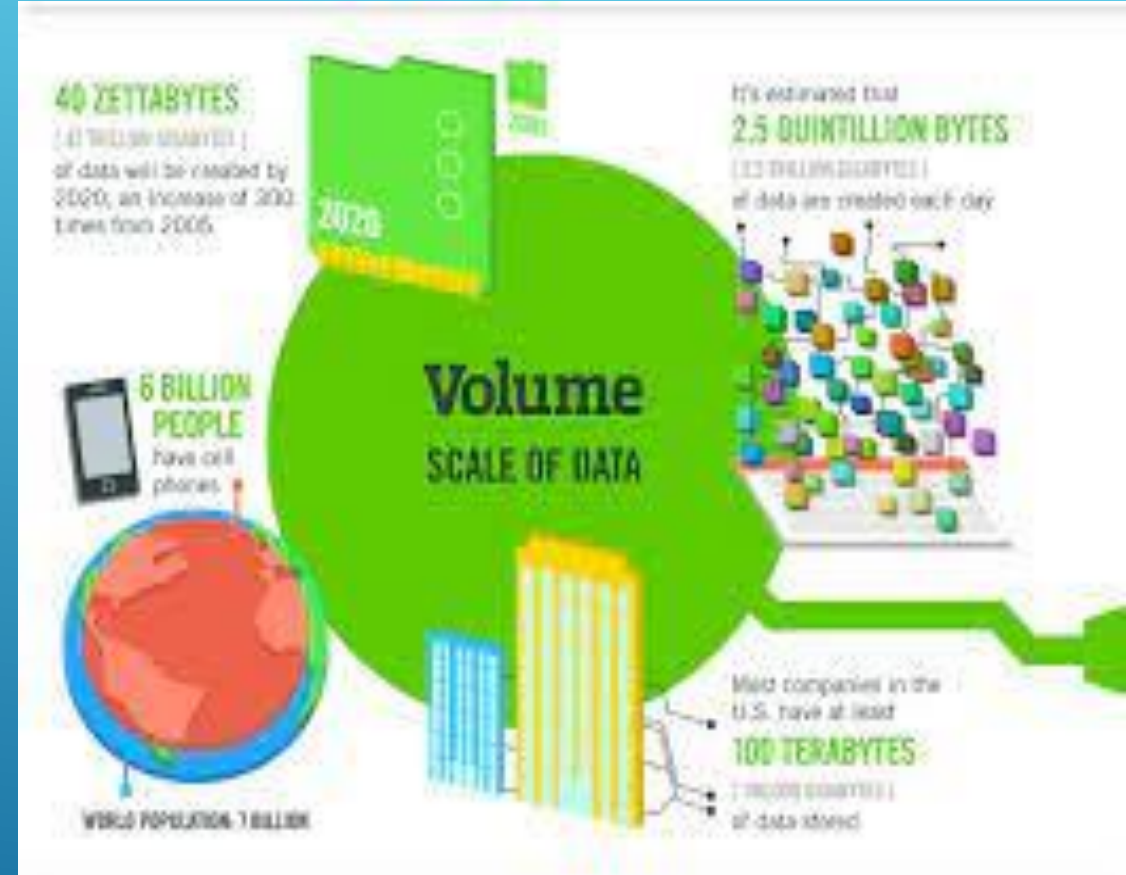
Why big data?

- All major companies are turning towards big data to make strategies , to understand their customers better, and to increase their revenue and reduce cost.



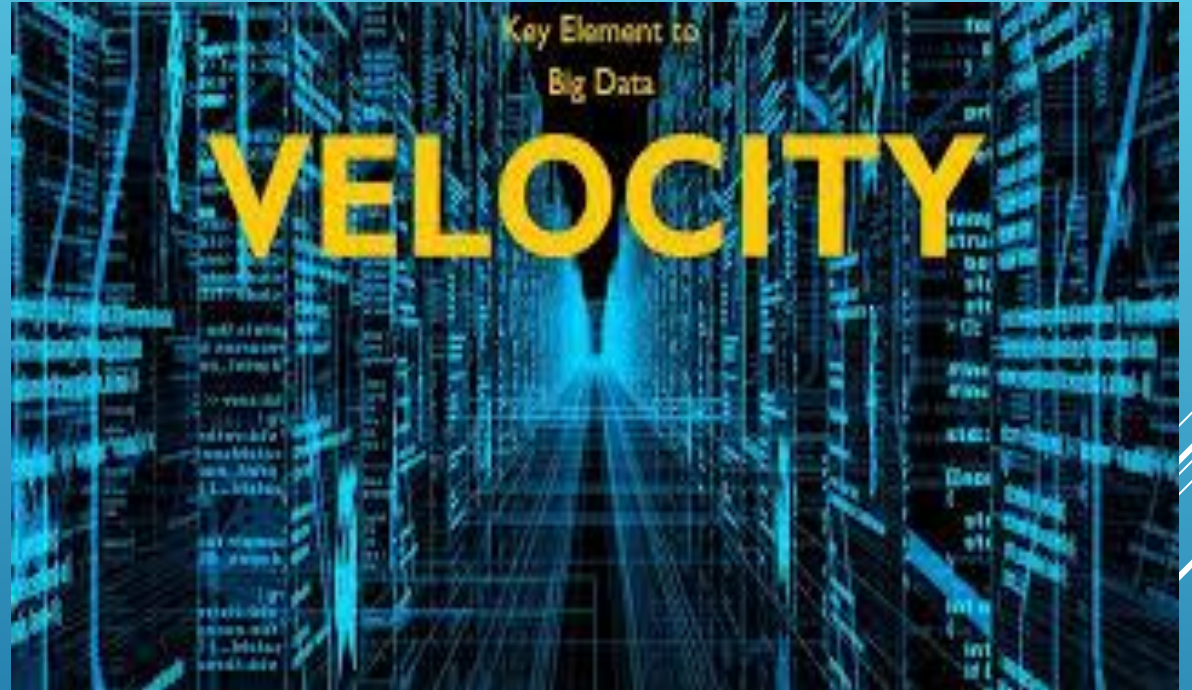
Volume

- Volume is the amount of data generated that must be understood to make data based decisions.



Velocity

- Velocity measures how fast the data is produced and modified and the speed with which it needs to be processed.



Variety

Variety in big data refers to all the structured and unstructured data that has the possibility of getting generated either by humans or by machines

Variety defines data coming from new sources

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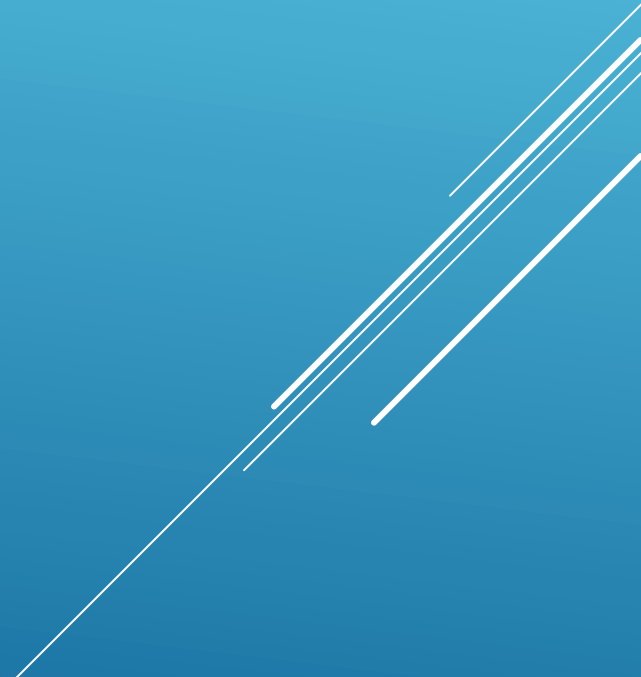
Advantages

Timely

Better analytics

Vast amount of data

Prediction and decision making



Structured data

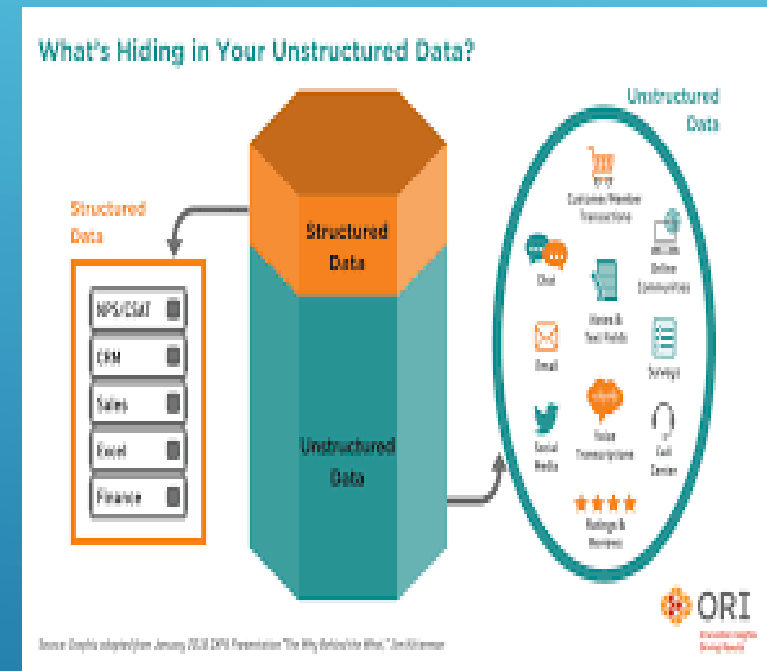
It refers to data that has a defined length and format for big data

Characteristics

- High organized
- Clearly defined
- Easy to access
- Easy to analyze

Unstructured data

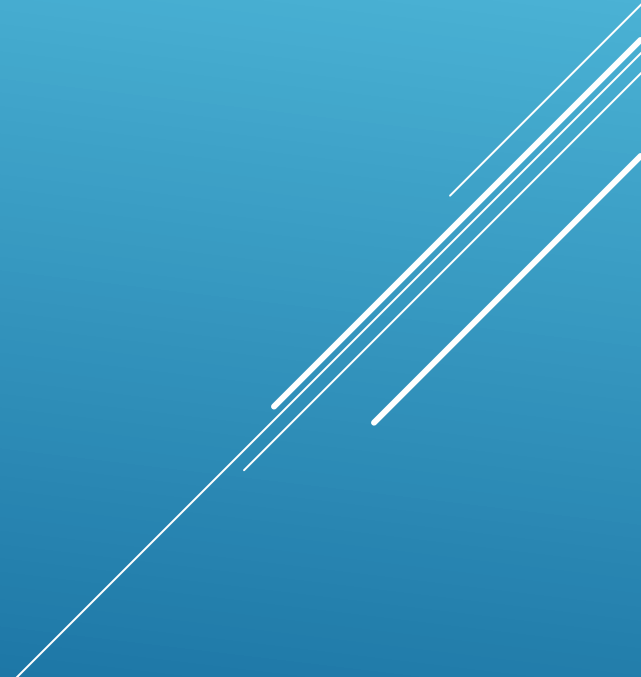
- No fields
- Massive data
- Example : News papers,.....
- Applications:
- Movie(video),X-rays , pictures.....



Semi structured data

The data which do not have a proper format attached to it.

Example : Data with in an email data with in an email etc...



THANK YOU

Several thin, white, parallel diagonal lines are positioned in the bottom right corner of the image, extending from the right edge towards the center.