**Cloud application development**

Big Data Analysis with ibm cloud Databases

INTRODUCTION

**Big data analytics is the use of advanced analytic techniques against very large, diverse big data sets that include structured, semi-structured and unstructured data, from different sources, and in different sizes from terabytes to zettabytes.**

**Benefits of big data analytics**

**Cost reduction: Big data can reduce costs in storing all business data in one place. Tracking analytics also helps companies find ways to work more efficiently to cut costs wherever possible.**

**Product development: Developing and marketing new products, services, or brands is much easier when based on data collected from customers’ needs and wants. Big data analytics also helps businesses understand product viability and to keep up with trends.**

**Strategic business decisions: The ability to constantly analyse data helps businesses make better and faster decisions, such as cost and supply chain optimisation.**

**Customer experience: Data-driven algorithms help marketing efforts (targeted ads, for example) and increase customer satisfaction by delivering an enhanced customer experience.**

**Risk management: Businesses can identify risks by analysing data patterns and developing solutions for managing those risks.**



**ADVANTAGE OF BIG DATA**

**\* Customer Acquisition and Retention. The digital footprints of customers reveal a lot about their preferences, needs, purchase behavior**

**\*Focused and Targeted Promotions. ...**

**\*Potential Risks Identification. ...**

**\*Innovate. ...**

**\*Complex Supplier Networks. ...**

**\*Cost optimization. ...**

**\*Improve Efficiency.**

**DISADVANTAGE OF BIG DATA**

**\*Need for Skilled Personnel. We see data in different forms; it can be categorized into structured, semi-structured, and unstructured data. ...**

**\*Privacy and Security Concerns. ...**

**\*Unreliable Data Quality. ...**

**\*Complexity. ...**

**\*Cybersecurity Risks. ...**

**\*Legal and Regulatory Issues. ...**

**\*Hardware Needs. ...**

**\*Costs.**

**Applications of Big Data**

**The term Big Data is referred to as large amount of complex and unprocessed data. Now a day's companies use Big Data to make business more informative and allows to take business decisions by enabling data scientists, analytical modelers and other professionals to analyse large volume of transactional data. Big data is the valuable and powerful fuel that drives large IT industries of the 21st century. Big data is a spreading technology used in each business sector. In this section, we will discuss application of Big Data.**

**THANK YOU**