

BIG DATA ANALYSIS WITH IBM CLOUD DATABASE

Empathy map

Date	30sep 2023
Team ID	NM2023TMID3421
Project Name	Big Data Analysis With IBM Cloud Database
Team Name	Proj_227255_Team_1

User:Data analysis

1.Says:

- I need to be able to make sense of large and complex datasets.
- I need to be able to identify patterns and trends in the data.
- I need to be able to communicate my findings to others in a clear and concise way.
- I need to have access to the latest tools and technologies for big data analysis.

2.Thinks:

- I am constantly worried about making mistakes.
- I feel overwhelmed by the amount of data that I need to analyze.
- I am unsure about how to best communicate my findings to others.
- I am concerned about the privacy and security of the data that I am working with.

3.Does:

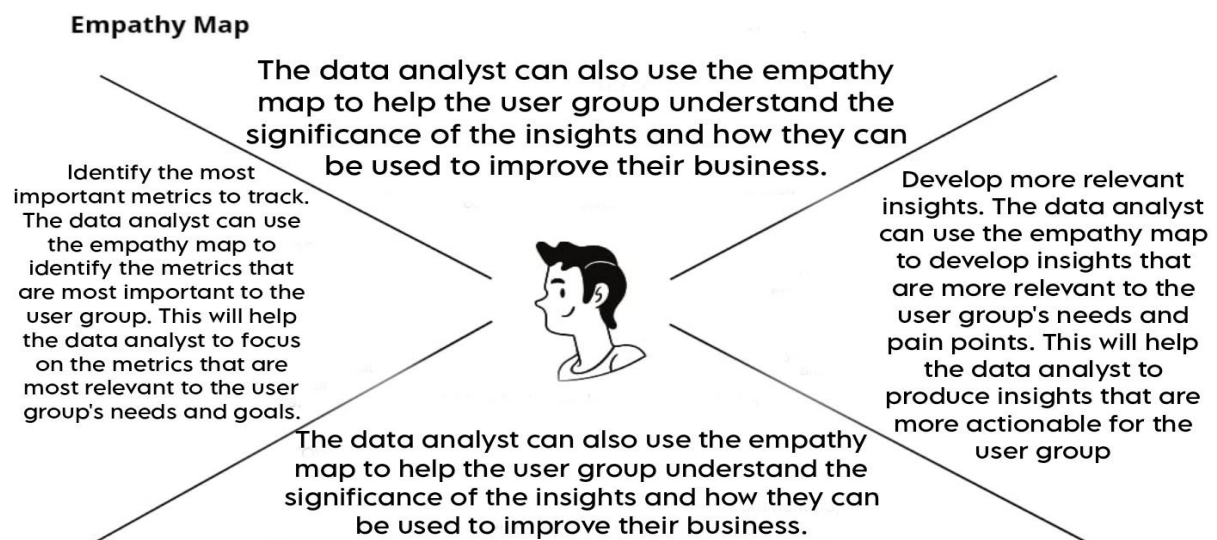
- Collects and cleans data
- Performs statistical analysis
- Creates visualizations and reports
- Collaborates with other data analysts and stakeholders

4Feels:

- Frustrated when I can't make sense of the data
- Challenged by the complexity of big data analysis
- Excited when I discover new insights
- Rewarded when my work helps others make better decisions

4. How to use the Big Data Analysis Empathy Map Canvas:

- Gather a team of people who are involved in big data analysis, such as data analysts, data scientists, and product managers.
- Place a sticky note in each quadrant of the empathy map canvas.
- Write down what the user says, thinks, does, and feels in each quadrant.
- Once you have filled out the empathy map canvas, discuss the findings with your team.
- Use the insights from the empathy map canvas to improve the big data analysis process and the experience of data analysts.



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Brainstorm & Idea prioritization Template

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Brainstorm & Idea prioritization Data Analysis:

A company that sells software to businesses is considering developing a new product. The company's marketing team analyzes customer data to identify customer needs and pain points. They find that many customers are struggling to manage their inventory levels.

The marketing team then uses market data to identify trends and opportunities. They find that the market for inventory management software is growing rapidly.

Based on this information.



The marketing team brainstorms a list of ideas for new inventory management software features. They then use data analysis to assess the feasibility of each idea. They consider factors such as the cost of implementation, the potential market size, and the availability of resources.

BIG DATA ANALYSIS:



Step 1:

Identify customer needs and pain points: Analyze customer data to understand their needs, wants, and challenges. This information can be used to brainstorm ideas for new products, services, or features that will meet customer needs and solve their problems.

Step 2:

Identify market trends: Analyze market data to identify trends and opportunities. This information can be used to brainstorm ideas for new products, services, or business models that are well-positioned to succeed in the market.

Step 3:

Evaluate the feasibility of ideas: Once you have a list of ideas, use data analysis to assess their feasibility. Consider factors such as the cost of implementation, the potential market size, and the availability of resources.

Step 4:

Prioritize ideas: Once you have evaluated the feasibility of your ideas, prioritize them based on their potential impact on the business. Consider factors such as the potential revenue upside, the cost savings potential, and the alignment with the company's overall strategy.

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Define the problem Statement

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Problem Statement (PS)	I am (Customer)	I am trying to	But	Because	Which makes me feel
PS-1	Customer	I Want to store data	How the data protect and retrieve	Cloud storage services allow you to store your data on remote servers. This is a convenient way to store data because you can access it from anywhere with an internet connection. Cloud storage services are typically very affordable.	It is unsatisfied, there is a risk of your data Being hacked.
PS-2	IT Manager	I want to store data	How the data protect and retrieve	His policy should outline your company's requirements for data storage, including what types of data need to be stored, how long it needs to be stored for, and who has access to it.	It is satisfied, Cloud storage can be a good option for storing data that is not frequently accessed or that needs to be accessible from anywhere.
PS-3	Hospital admin user	I want to store data	How the data protect and retrieve	Cloud-based solutions store data on remote servers owned and managed by a third-party provider.	Hospital administrators need to choose the technologies that are right for their hospital's needs, taking into account factors such as cost, capacity, performance, and security.

Problem Statement 01



Problem Statement 02



Problem Statement 03

