HADOOP



USE CASES

STUDY

Use Case of Hadoop

**1) Performing Analysis on your employee activity.**

Companies can get the regular pattern of their employees like

- Browsing history

- Usage of internet

- In Out timing

- Number of night shift hour has done

- Change in their pattern to observe suspicious activity

**2) Analyse the call records (Telecom data)**

Every telecom company has billions of mobile call record

And for their successful business, it’s important to have a real-time access to call records and billing information of the customers.

Since the telecom companies keeps on releasing new features depending on the location, interest and activities of the customers it’s hard to predict the full schema before.

So they store this big data into HBase which is an open source non-relational database modelled after Google’s Big Table.

What analysis can be done on this data?

1) First is the Number of customers they have and rates they are gaining or losing their customers.

2) Historical records of the customers can be analysed to provide better services like data plans, call plan, message plan.

3) Customer wise, city wise and state wise bandwidth usage to analyze the problem that customers has now.

4) They can also use this data to analyse the name or brand of other products customer prefer to use. –By providing relative info in forms of ads and popups.

**3) Power usage across the globe or within a country**

**4) Number, type, name of the products that the customer has and products they are interested in.**

**5) Comparing various online services like online shopping and the products they sell.**

**Employee and their Internet usage data**

**1) Employee and their Internet usage data**

For this we are analysing their monthly internet usage. They links are have visited.

Their in-out timing at office and number of shift (days and night) he/she has worked.

Analysing the pattern that seems out of ordinary torecord suspicious activity.

PC/terminal and username password he /she access. Number of login failure each day.

**2) Telecom data (Customer data)**

What analysis can be done on this data?

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2) Historical records of the customers can be analysed to provide better services like data plans, call plan, message plan.

3) Customer wise, city wise and state wise bandwidth usage to analyze the problem that customers has now.

4) They can also use this data to analyse the name or brand of other products customer prefer to use. –By providing relative info in forms of ads and popups.

And we can give this information to various companies to….