Seminar

Characteristics of Big data

Big data contains a large amount of data that is which is used by many much MNEs to process the data.

There are five V's of Big data that explains the characteristics.

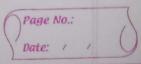
jot. Volume. - The name Big date itself is related to enormous size. date is generated from many scences, such as social media platform, machines, business process,

and many more.

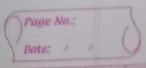
generate appreximately a billion messages, each day also, 4.5 billion times like button is recorded and 350 million new posts one aplouded.

ord Vdocity - It porforms an important roles companed to athers, It creates the speed by which the duta is created in real-time.

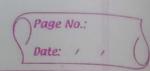
Big data volocity deals with the speed at the data flows from sources like application logs, networks, social media sites, mable devices, etc.



3rd Variety - Big data can be structured, unstructured and semi-structured. In past years, data was only collected from database and sheets, but these days the date will come froms from Emails, Spot posts, photos, videos, etc data categorized as in 1) Shuckured Data & It is in a tabular from structured Data is stored in R.D.B.MS. @ Semi-structured & JSON, XML and emcel one example of semi shuchmed dater. OLTP (online towns action Processing) systems are built to work with semi-structured data, stored in tables, relations 3 Unstructured Data 5- All the Unstructured files, log files, gudo files are included into un shortweel date. D Quasi structural data :- it contains textual duta with inconsistend taken formats



4th Veracity :- Voracity means how much the date is reliable It has many way or translate the data It is the process of to handle and manage date efficiently For examples, Facel to legram posts with hashtags. Mart is Value &- Value is an essential characteristics of big dates. It uses the valuable and reliable date to influence which we stones and process they increases the value of data by collecting it, analysing and reusing. Next point is Application of Dig Dates fuel that domes large IT industries. It is used in each business sector as It is spreading technology



Health (are section, big dated has stroked making a mussive difference, with the help of predictive analytics to identify best practices which can improve care and reduce costs.

In Education, There are new emerging fields, which develops various methods fers educational envisionment, Enhancing student result by analysing data which will help educations to understand the behaviour and performance of student

the vier experience, it anglys's
the vier experience, it provides a
detected analysis of vier engagement
for every regione and page.

There are fixe areas to focus in Retail sector, which are personalization for personalized offers and increased revenues

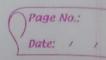
in more the performance of their online stores to generate greater sevenues.

social media channels and online networking platforms.

the offer which encorceges costomes to increases their spending

The finance financial of banking sectors use big data extensively It helps bank by analysing customers behaviour on the basis of invenstement, trends, market misks and from premonal or financial backgrounds.

Government also uses Big data and run many government agencies uses Big data and run many agencies, managing utilities, dealing with buffir Jam and offect of crimes like heaking and online bound and offect of crimes like heaking and online bound.

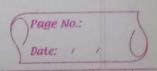


Big Dates Technology Areas.

Of cutegorical or numeric variable indexed by a date, A clear example of time series is the time series of a stock price.

- 2 NLP is a form of artificial Intelligence that helps machines to read text bijust like human ability to understand language. Rather than single weeds or combination of them, NLP helps to understance sentences as they one spoken or written by human.
- 3) Simulation of large amount of data and using it to simulate or mirror real-world conditions to either predict a future instance.

 for example, Metarosse.
- The result of data fusion is that the data and analysized



Delntegration of big dute to the uses softwares & services to extract duta from sources into meaningful information. Data Integration allows for more effective and quicker duta analysis.

Storing, processing and exhacting values from huge dates is becomming challenging and Machine lauming can help to process overcome these challenges.

The more dutre a system receives, the more it learns to function better. Emplementing ML For big duter analytics is certainly a technology enhancement which would be ustuseful for our future.

Thank you.