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EASILY UNDERSTAND MAPREDUCE TECHNOLOGY

Hadoop MapReduce Applications

3 — DEMYSTIFYING THE HADOOP MAPREDUCE TECHNOLOGY





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3 — Hadoop MapReduce Applications

Analysis of logs, data analysis, recommendation mechanisms, fraud detection, user behavior analysis, genetic algorithms, scheduling problems, resource planning among others, is applications that use MapReduce.

Let's describe some practical applications of this technology.

1 — Social Networks





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Many of the features, such as who visited your LinkedIn profile, who read your post on Facebook or Twitter, can be evaluated using the MapReduce, programming model.

2 — Entertainment

Netflix uses Hadoop and MapReduce to solve problems such as discovering the most popular movies, based on what you watched, what do you like? Providing suggestions to registered users taken into account their interests.

MapReduce can determine how users are watching movies, analyzing their logs and clicks.

3 — Electronic Commerce

Many e-commerce providers, such as the Amazon, Walmart, and eBay, use the MapReduce programming model to identify favorite products based on users' interests or buying behavior.

It includes creating product recommendation mechanisms for e-commerce catalogs, analyzing site records, purchase history, user interaction logs, and so on.

It's used to establish a user's sentimental profile for a particular product by





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Many Internet service providers use MapReduce to analyze site records and understand site visits, engagement, locations, mobile devices, and browsers.

4 — Fraud Detection

Hadoop and MapReduce are used in the financial industries, including companies such as banks, insurance providers, payment locations for fraud detection, trend identification or business metrics through transaction analysis.

Banks analyze the data of the credit card and the related expenses, for categorization of these expenses and make recommendations for different offers, analyzing anonymous purchasing behavior.

5 — Search and Advertisement Mechanisms

We can utilize it to analyze and understand search behavior, trends, and missing results for specific keywords.

Google and Yahoo use MapReduce to understand users' behavior, such as popular searches over a period of an event such as presidential elections.

Google AdWords uses MapReduce to understand the impressions of ads served, click-through rates, and engagement behavior of users.



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