16th October 2018

TO WHOM IT MAY CONCERN

INTERVIEW ON HOW APPLICATIONS OF BIG DATA DRIVE INDUSTRIES

We are from the Department of Software Engineering, Faculty of Computer Science & Information Technology, University of Malaya would like to seek for your permission for our students taking Big Data Applications and Technologies course (Course Code: WOC7011) to conduct an interview with your organization on the strategies that your organization applies in managing data, which includes big data.

Generally, most organizations have several goals for adopting big data projects. While the primary goal for most organizations is to enhance customer experience, other goals include cost reduction, better targeted marketing and making existing processes more efficient. In recent times, data breaches have also made enhanced security an important goal that big data projects seek to incorporate. There is an increasing range of industries that can benefit from using Big Data technologies.

This is very important for our students to be aware of the use of Big Data in the industry and How Applications of Big Data Drive Industries. At the same time, they also will be introduced to some of the available tools and platforms for developing a particular application. This activity will also allow our students to be more informative about the current development and progress at the industrial level, thereby increasing their credibility in the job market.

Hope that your management team will agree and provide a permission letter for our students to conduct the interview.

Thank you

Sincerely,

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