

Data Farmers

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Introduction - Jason

- ▶ A few bullet points about the objectives and direction of the proposal
- ▶ Who will our customers be, what will we provide to them, etc.

Server/Hardware Requirements - Mumtaz

The hardware requirements for Cloud services are:

- Any standard x86 64-bit servers
- The minimum size RAM should be 8 GB for smooth experience.
- Consistent, accurate and with the room to grow for future aspects
- Hardware- cloud compute
- Also will maybe want to host a webapp that allows end users to interact with our analytics

Cloud Costs - Mumtaz

Service	Components	Price(Annual)
Amazon EC2 service	US East	\$65,000
Software	Linux	\$0.00
Backup	US East	\$120
Elastic block storage	US East	\$4.00
S3 standard storage	US East	\$7.00
Total Annual	-	\$65,131

SQL/Hadoop Structure - Vinay

1. Since we store data in Amazon S3, this is the data layer for our hadoop structure.
2. Hadoop Mapreduce acts like an query engine for us. BAsed on the information entered by our clients in our web application, our engine queries data from the amazon servers and retrieves the results.
3. Inputs and outputs are stored in Amazon s3.
4. We render the input information from s3 and query them against the cluster of data sets and store the results in s3.
5. Input format to our hadoop structure will be keys words of queries.
6. We query csv files which are stored in the Amazon s3 cloud service. Each query we run will also query the data from the cloud instance.

Webapp Data Capture - Shivani Pyata

- ▶ Part of our proposal is that we want to take data from web surveys for use in our insights engine. What does this data capture look like?
- ▶ Can we get a mockup of a survey that we might have for our users?

Analysis Tools - Williams

- ▶ Given the data points we have, what kind of insights can we offer our clients?
- ▶ Is there pre-existing software we want to license for use?
- ▶ What pre-made analysis do we present, and what might the process be for our users to create custom visualizations

Marketing - ???

- ▶ How do we present our insights to prospective clients?
- ▶ Can we mockup some visualizations that might show the value our products add?
- ▶ What demographics would we market to?

Closing Pitch - Jason

- ▶ This slide will summarize our proposal and make the final statement