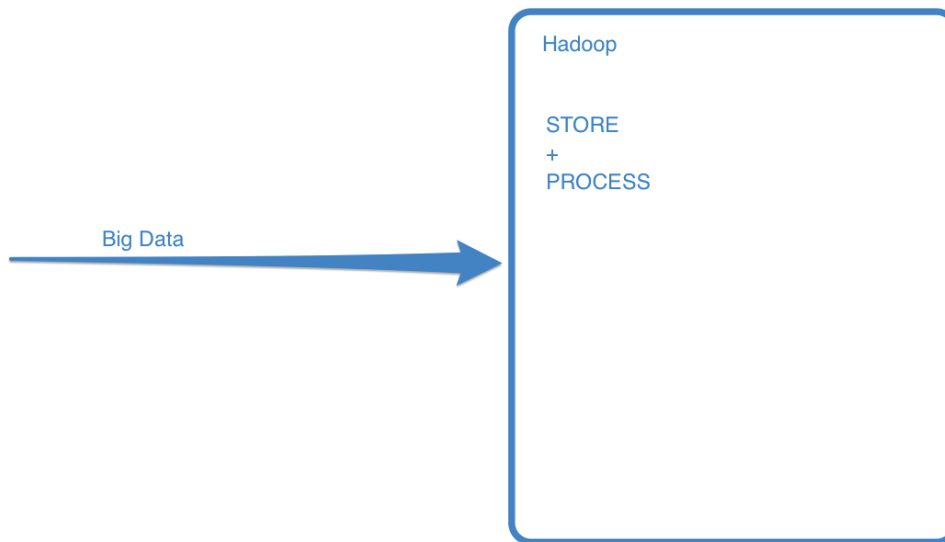
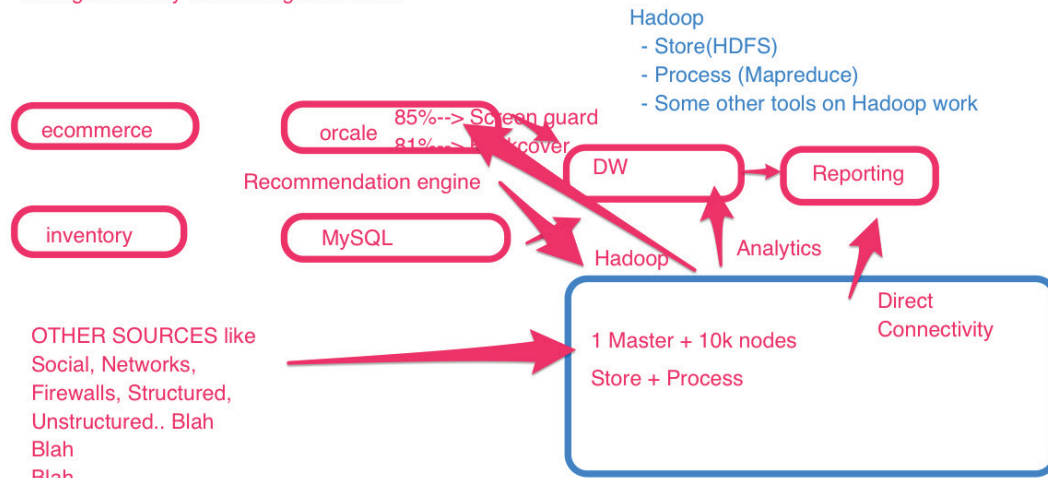


Session 1

hi, I am jeff, I am CEO of this new ecommerce site called as Mamazon

1. How many iPhones should we order next month?
2. How many customers bought iPhone, loved the phone but hated the delivery. But instead of talking to us they vented anger on twitter



Okay, Hadoop is all about Store and Process BUT:

1. How does store really work
2. How does process really work

Hi I am Tama Consultancy Services and we have presence in 150 countries.. And people love us.. Just yesterday our Facebook page got 1 Billion likes.. Wow...

Our CEO Mr. Kailash..Is really excited and wants a huge dashboard where we see whole globe and on hover of each country, we see how many likes we got from that country..

He calls in Ajay who is Project Manager and asks Ajay to get this dashboard made in 4 days time..

Ajay has two members in his team:

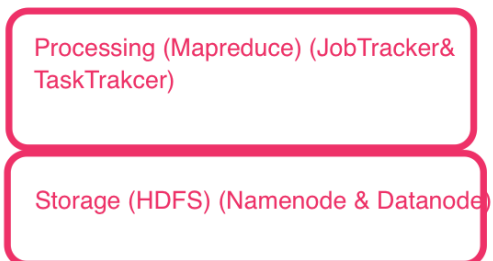
- Mr Admin
- Mr developer

Admin tells Ajay.. Boss setup is done.. Go ahead ingest data and write program



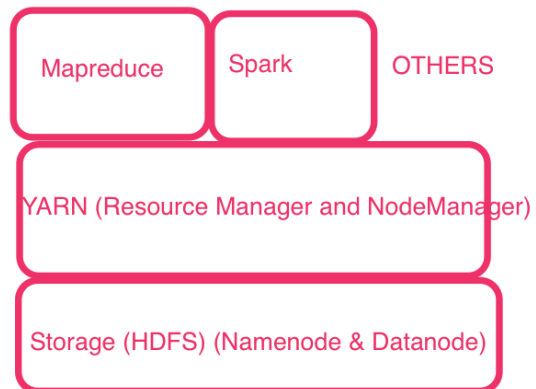
Hadoop 1.x--> You can only write programs in MR

Mapreduce is the only WAY



Hadoop 2.x--> You can only write programs in non-MR

Mapreduce is the one of the WAY



Admin tells Ajay.. Boss setup is done.. Go ahead ingest data and write program



No serious warehouse investment: Only Hadoop is definitely an option

Already deep into Warehouse: Transform in Hadoop and load data to Warehouse

Hybrid: Query grid--> Fire ur SQL and don't worry about data coming from TD or Hadoop.. its all hidden..