

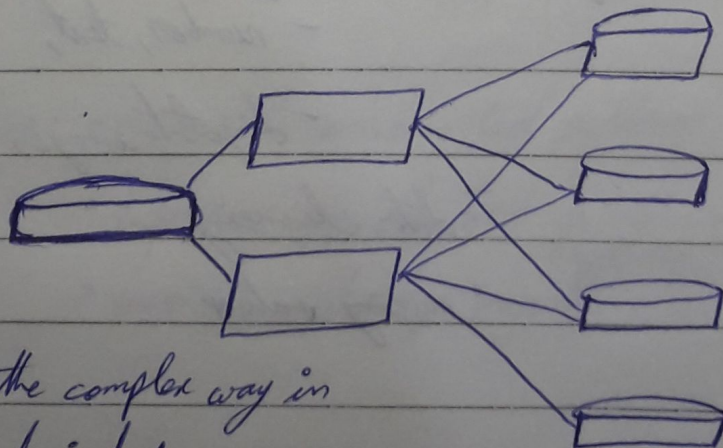
26/12/20

Big
Data

Text Data Mining :- • process of deriving valuable, unstructured data from text

Data Masking :- • preserve confidential info
• analyse info without compromising private details.
• conceals original data with random & false data.
• conduct analysis
• keeping all confidential info in a secure place

Ex: Confidentially preserving data mining



objects show the complex way in which data is derived from many sources.

Real-Life Example:

Big Data

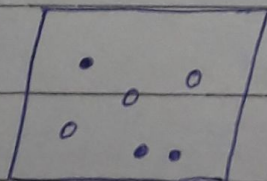
Facebook

Financial trading data (per second)

info \longrightarrow BI analysis
data skills + business knowledge & intuition
explain past performance

BI analyst: understand essence of business & strengthen it using power of data

Observation



- monthly revenues
- customers

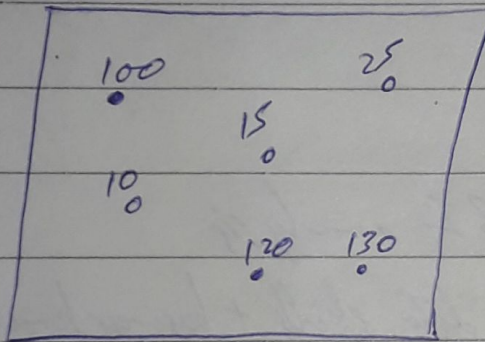
observe -

sales volume

new customers

Observations \rightarrow Quantifications

Quantifications



process of representing
observations as numbers

Observation \rightarrow Quantification \rightarrow Measures

Measure : accumulation of observation to show info

\$350 : Revenue in 1st quarter

50 : # of new customers

Metrics :

- Refers to a value derived from measures obtained.
- aims at gauging business performance/progress

Metric = Measure + Business Meaning

Ex: Average Quarterly = $\frac{\text{revenue}}{\text{customers}} = \frac{350}{50} = \7

- useful for comparisons

Key Performance Indicators (KPIs)

- can we keep track of all possible metrics we can extract from data sets? ✓
- does it makes sense to do that? X

KPIs = metric + business objectives

K : related to your main business goals

P : how successfully you have performed within specified timeframe

I : generated only from users who have clicked link provided in ad

metric

traffic of a page from your website that was visited by any type of user.

KPI

traffic generated only from users who have clicked on a link provided in your ad campaign.

BI Reports & dashboards: visual representation of info.

• made using KPIs only.

Ex: - Price Optimization

Inventory Management.