BIG DATA ANALYTICS

**ABSTRACT**

Big data analytics is the process of examining large data sets to uncover hidden patterns unknown correlations, market trends, customer preferences and other useful business information. Big data consists of data sets with sizes beyond the ability of commonly used software tools to capture, curate, manage and process data with tolerable elapsed time. By applying big data principles into the concepts of machine intelligence and deep computing, IT Departments can predict potential issues and move to provide solutions before the problems even happens. It also possible to predict winners in a match using big data analytics. Future performance of players could be predicted as well, Thus players’ value and salary is determined by Data collected throughout season. Example: movie: Money Ball.

Hadoop’s unique storage method is based on distributed file system that basically ‘maps’ data wherever it is located on a cluster. The tools for data processing are often on the same servers where the data is located, resulting in much faster data processing. If you were dealing with large volumes of unstructured data, Hadoop is able to efficiently process terabytes of data in just minutes and petabytes in hours.

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