Difference Between Data Mining vs Data Analysis

The exponential increase in the volume of data has led to an information and knowledge revolution. It is now a key aspect of research and strategy building to gather meaningful information and insights from existing data. All this information is stored in a data warehouse,

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Data Mining – Data mining is a systematic and sequential process of identifying and discovering hidden patterns and information in a large dataset. It is also known as Knowledge Discovery in Databases. It has been a buzz word since 1990's

Data Analysis – Data Analysis, on the other hand, is a superset of Data Mining that involves extracting, cleaning, transforming, modeling and visualization of data with an intention to uncover meaningful and useful information that can help in deriving conclusion and take decisions. Data Analysis as a process has been around since 1960's.

Let us find out the best Difference between the two in this post.

Head to Head Comparison Between Data Mining and Data Analysis

Below is the Top 7 Comparison between Data Mining and Data Analysis:

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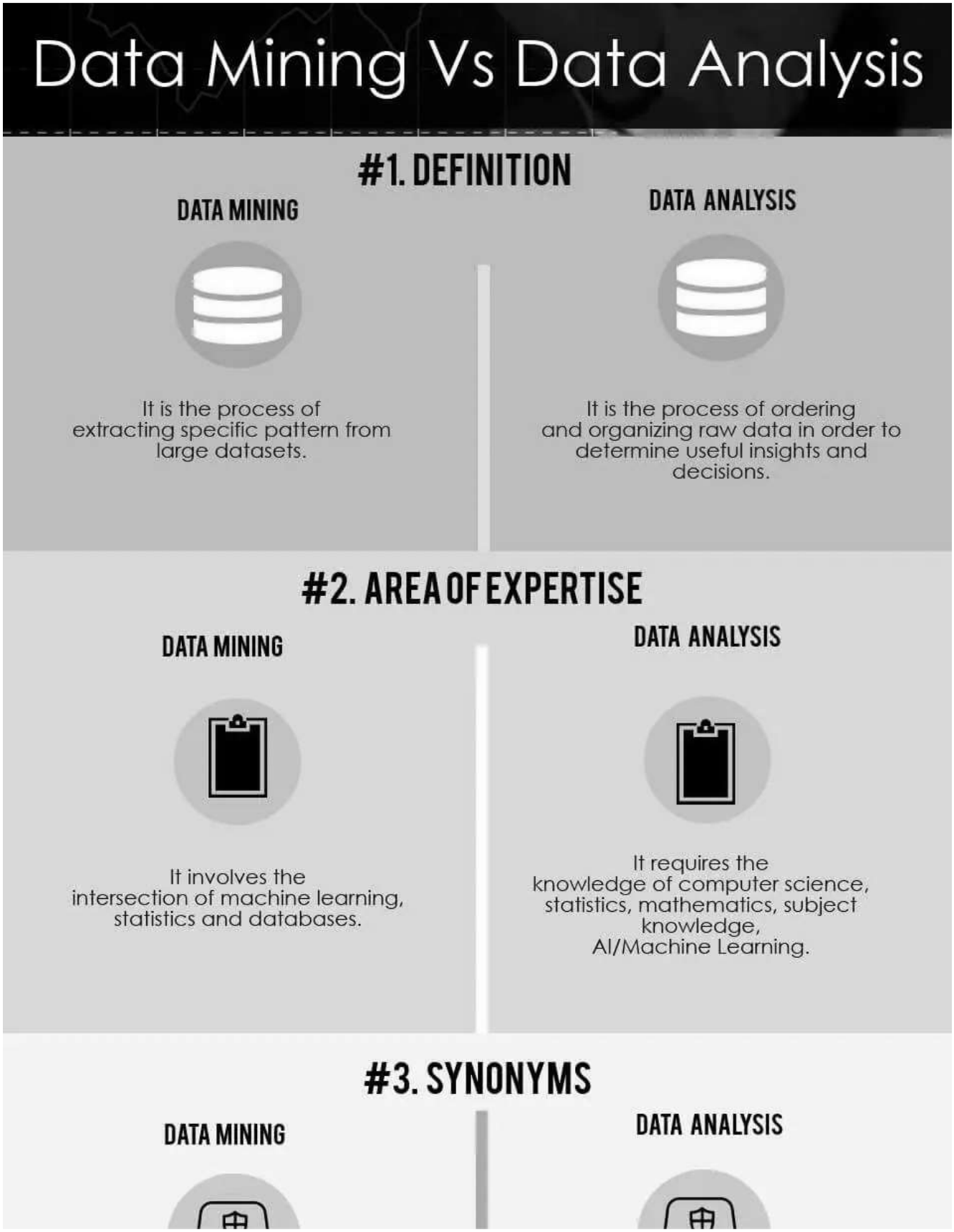

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text analytics, predictive analysis, data mining etc.

#4. WORK PROFILE

DATA MINING

Data Mining specialist usually builds algorithms to identify meaningful structure in the data.A data mining specialist is still a Data Analyst with extensive knowledge of inductive learning and hands-on coding.

DATA ANALYSIS

A Data Analyst usually cannot be a single person. The job profile involves preparation of raw data, its cleansing, transformation and modeling and finally its presentation in the form of chart/non-chart-based visualizations.

#5. RESPONSIBILITIES

DATA MINING

Is responsible for extracting and discovering meaningful patterns and structure in the data.

DATA ANALYSIS

Is responsible for developing models, explanations, testing and proposing hypotheses using analytical methods.

#6. OUTPUT

DATA MINING

DATA ANALYSIS

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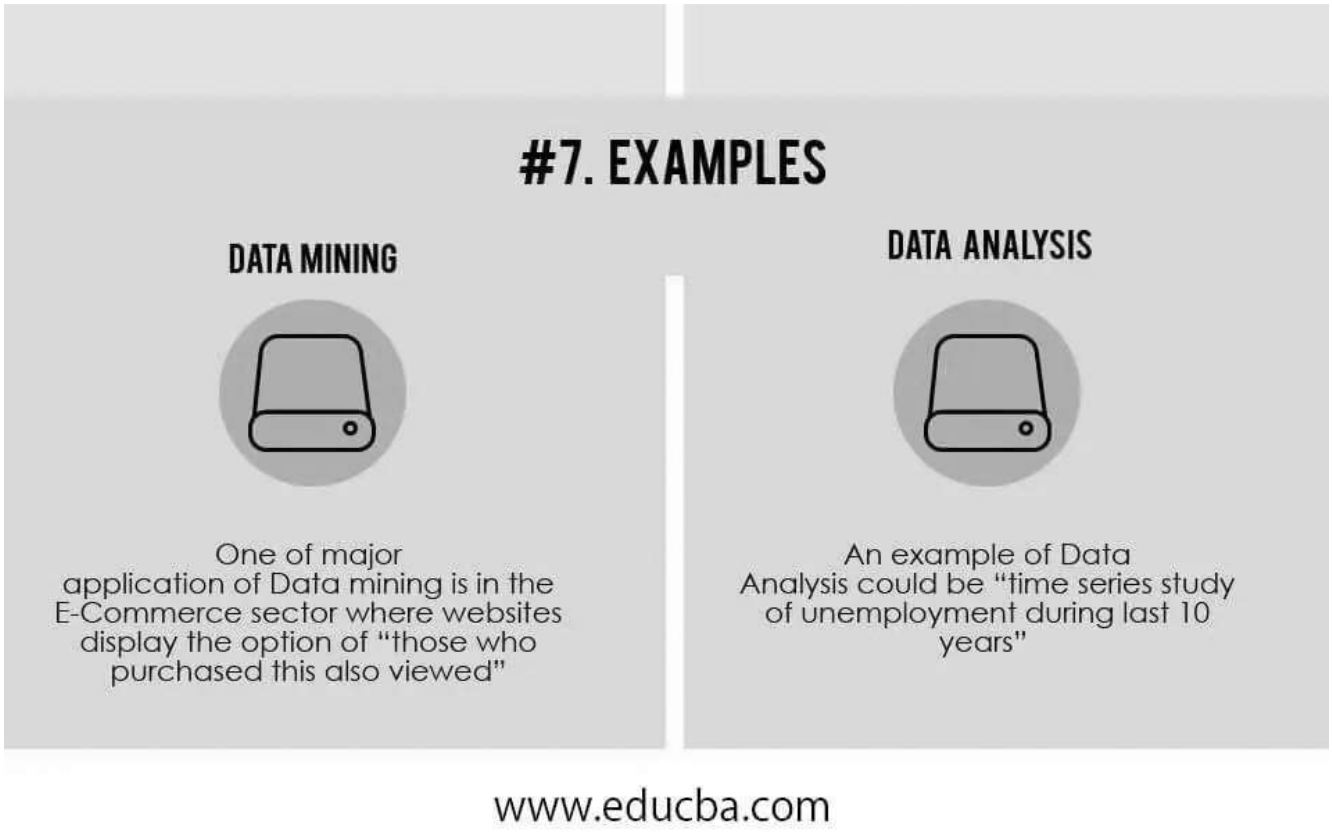

Key Differences Between Data Mining and Data Analysis

Data Mining and Data Analysis are two distinct names and processes yet there are some views where people use them interchangeably. This also depends on the organization or project team undertaking such tasks where this distinction is not marked specifically. To establish their unique identities, we are highlighting the major difference between them are as follows:

1. Data mining identifies and discovers a hidden pattern in large datasets. Data Analysis gives insights or tests hypothesis or model from a dataset.
2. Data mining is one of the activities in Data Analysis. Data Analysis is a complete set of activities which takes care of the collection, preparation, and modeling of data for extracting meaningful insights or knowledge. Both are sometimes included as a subset of

(https://www.educba.com/what-is-data-analysis/) in proving a hypothesis or taking business decisions (https://www.educba.com/).

5. Data Mining doesn't need any preconceived hypothesis to identify the pattern or trend in the data. On the other hand, Data Analysis tests a given hypothesis.
6. While Data mining is based on Mathematical and scientific methods to identify patterns or trends, Data Analysis uses business intelligence and analytics models.
7. Data mining generally doesn't involve visualization tool, Data Analysis is always accompanied by visualization (https://www.educba.com/data-visualization-with-tableau/) of results.

Data Mining and Data Analysis Comparison Table

Given below is the comparison table between Data Mining and Data Analysis.

Basis for Comparison	Data Mining	Data Analysis

Area of expertise	It involves the intersection of machine learning, statistics, and databases.	It requires the knowledge of computer science (https://www.educba.com/computer-science-interview-questions/), statistics, mathematics, subject knowledge, AI/Machine Learning
Synonyms	It is also known as Knowledge discovery in databases	Data Analysis is of several types – exploratory, descriptive, text analytics, predictive analysis (https://www.educba.com/predictive-analysis-vs-forecasting/), data mining etc.

Work Profile	Data Mining specialist usually builds algorithms (https://www.educba.com/learning-	A Data Analyst usually cannot be a single person. The job profile involves preparation of raw data, its

	Data Analyst with extensive knowledge of inductive learning and hands-on coding	visualizations.
Responsibilities	Is responsible for extracting and discovering meaningful patterns and structure in the data	Is responsible for developing models explanations, testing and proposing hypotheses using analytical method
Output	The output of a data mining task is a data pattern	The output of Data Analysis is a verified hypothesis or insight on the data
Examples	One of major application of Data mining is in the E-Commerce sector where websites display the option of “those who purchased this also viewed”	An example of Data Analysis could be “time-series study of unemployment during last 10 years”

Conclusion

The term Data Mining and Data Analysis have been around for around two decades (or more). They have been used interchangeably by some user groups while some have made a clear distinction in both the activities. Data mining is usually a part of data analysis where the aim or intention remains discovering or identifying only the pattern from a dataset. Data Analysis, on the other hand, comes as a complete package for making sense from the data which may or may not involve data mining. Both require different skillset and expertise and in the following

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Data Analysis head to head comparison, key difference along with infographics and comparison table. You may also look at the following articles to learn more –

1. Useful Data Mining Techniques (https://www.educba.com/data-mining-techniques/)
2. Awesome 4 Data Warehousing VS Data Mining (https://www.educba.com/data-warehousing-vs-data-mining/)
3. Data Analysis Techniques for Brand Strength (https://www.educba.com/data-analysis-techniques/)
4. Primary Components of Data Mining Architecture (https://www.educba.com/data-mining-architecture/)

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Top Big Data Technologies that you Need to know

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Big Data Technologies, The Buzz-word which you get to hear much in the recent days. In this article, We shall discuss the groundbreaking technologies which made **Big Data** spread its branches to reach greater heights.

- What is Big Data Technology?
- Types of Big Data Technology
- Top Big Data Technologies
- Emerging Big Data Technologies

What is Big Data Technology?

Big Data Technology can be defined as a Software-Utility that is designed to **Analyse**, **Process** and **Extract** the information from an extremely complex and large data sets which the **Traditional Data Processing Software** could never deal with.

We need Big Data Processing Technologies to Analyse this huge amount of Real-time data and come up with Conclusions and Predictions to reduce the risks in the future.

Become a Big Data expert with this Data Architect Certification course online.

Now let us have a look at the **Categories** in which the **Big Data Technologies** are classified:

Types of Big Data Technologies:

Big Data Technology is mainly classified into two types:

1. **Operational Big Data Technologies**
2. **Analytical Big Data Technologies**

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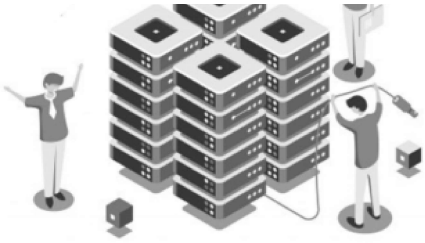

Firstly, The Operational Big Data is all about the normal day to day data that we generate. This could be the **Online Transactions, Social Media,** or the data from a **Particular Organisation** etc. You can even consider this to be a kind of Raw Data which is used to feed the **Analytical Big Data Technologies.**

Get a better understanding of the technologies from the Big Data Hadoop Course.

A few examples of **Operational Big Data Technologies** are as follows:

TICKET BOOKING

ONLINE SHOPING

SOCIAL MEDIA

ORGANISATION

- Online ticket bookings, which includes your Rail tickets, Flight tickets, movie tickets etc.
- Online shopping which is your Amazon, Flipkart, Walmart, Snap deal and many more.

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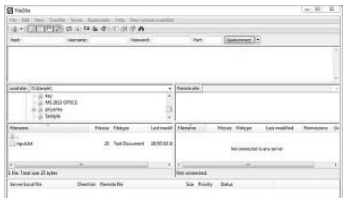

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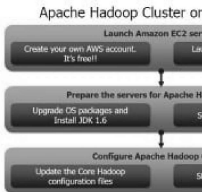

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10 Best Data Analytics Tools for Big Data Analysis (2022)

By David Taylor Updated March 22, 2022

Big Data Analytics software is widely used in providing meaningful analysis of a large set of data. This software analytical tools help in finding current market trends, customer preferences, and other information.

Here are the 10 Best Big Data Analytics Tools with key feature and download links.

Best Big Data Analysis Tools and Software

Name	Price	Link
Integrate.io	Free Trial + Paid Plan	Learn More
Atlas.ti	Paid Plan	Learn More
Analytics	Free Trial + Paid Plan	Learn More
Microsoft HDInsight	Free Trial + Paid Plan	Learn More

1) Integrate.io

Integrate.io is a Data Warehouse Integration Platform designed for e-commerce. Integrate.io helps e-commerce companies build a customer 360 view, generating a single source of truth for data driven decisions, improving customer insights through better operational insights, and increasing ROI.

Features:

- Powerful, low-code data transformation offering.
- Pull in data from any source that has a RestAPI. If no RestAPI exists, then you can create your own with Integrate.io's API Generator.
- Send data to databases, on-prem, data warehouses, NetSuite, and Salesforce.
- Integrate.io connects to all major E-commerce providers such as Shopify, NetSuite, BigCommerce, and Magento.
- Meet all compliance requirements with security features like: field-level data encryption, SOC II certification, GDPR compliance, and data masking.
- Integrate.io prioritizes customer support and customer feedback.

More Information >>

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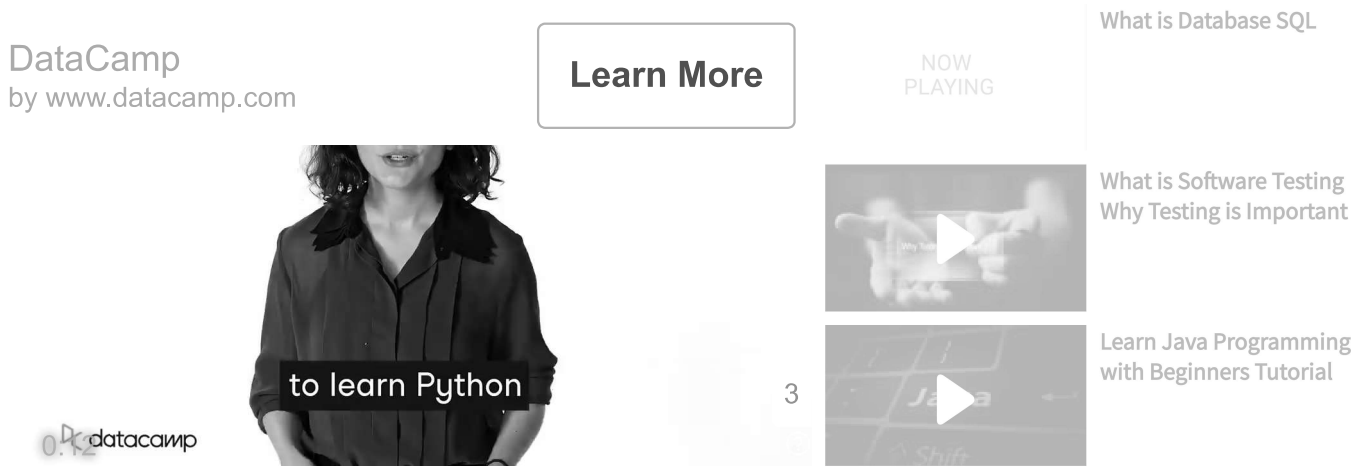
2) Atlas.ti

Atlas.ti is all-in-one research software. This big data analytic tool gives you all-in-one access to the entire range of platforms. You can use it for qualitative data analysis and mixed methods research in academic, market, and user experience research.



ATLAS.ti

Features:

- You can export information on each source of data

- Allows you to rename a Code in the Margin Area

- Helps you to handle projects that contain thousands of documents and coded data segments.
- **Supported platforms:** Mac, Windows, Web, Mobile App

More Information >>

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3) Analytics

Analytics is a tool that provides visual analysis and dashboarding. It allows you to connect multiple data sources, including business applications, databases, cloud drives, and more.

Features:

- Offers visual analysis and dashboarding.
- It helps you to analyze data in depth.
- Provides collaborative review and analysis.
- You can embed reports to websites, applications, blogs, and more.

More Information >>

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4) Microsoft HDInsight

Azure HDInsight is a Spark and Hadoop service in the cloud. It provides big data cloud offerings in two categories, Standard and Premium. It provides an enterprise-scale cluster for the organization to run their big data workloads.

Features:

- Reliable analytics with an industry-leading SLA
- It offers enterprise-grade security and monitoring
- Protect data assets and extend on-premises security and governance controls to the cloud
- High-productivity platform for developers and scientists
- Integration with leading productivity applications
- Deploy Hadoop in the cloud without purchasing new hardware or paying other up-front costs

More Information >>

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5) Skytree:

Skytree is one of the best big data analytics tools that empowers data scientists to build more accurate models faster. It offers accurate predictive machine learning models that are easy to use.

SKYTREE

Features:

- Highly Scalable Algorithms
- Artificial Intelligence for Data Scientists
- It allows data scientists to visualize and understand the logic behind ML decisions
- Skytree via the easy-to-adopt GUI or programmatically in Java
- Model Interpretability
- It is designed to solve robust predictive problems with data preparation capabilities
- Programmatic and GUI Access

Download link: https://www.skytree.net/

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6) Talend:

Talend is a big data analytics software that simplifies and automates big data integration.

Features:

- Accelerate time to value for big data projects
- Simplify ETL & ELT for big data
- Talend Big Data Platform simplifies using MapReduce and Spark by generating native code
- Smarter data quality with machine learning and natural language processing
- Agile DevOps to speed up big data projects
- Streamline all the DevOps processes

Download Link: https://www.talend.com/download/

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7) Splice Machine:

Splice Machine is one of the best big data analytics tools. Their architecture is portable across public clouds such as AWS, Azure, and Google.

Features:

- It is a big data analytics software that can dynamically scale from a few to thousands of nodes to enable applications at every scale
- The Splice Machine optimizer automatically evaluates every query to the distributed HBase regions
- Reduce management, deploy faster, and reduce risk
- Consume fast streaming data, develop, test and deploy machine learning models

Download link: https://splicemachine.com/

8) Spark:

Apache Spark is one of the powerful open source big data analytics tools. It offers over 80 high-level operators that make it easy to build parallel apps. It is one of the open source data analytics tools used at a wide range of organizations to process large datasets.

Features:

- It helps to run an application in Hadoop cluster, up to 100 times faster in memory, and ten times faster on disk
- It is one of the open source data analytics tools that offers lighting Fast Processing
- Support for Sophisticated Analytics
- Ability to Integrate with Hadoop and Existing Hadoop Data
- It is one of the open source big data analytics tools that provides built-in APIs in Java, Scala, or Python

Download link: https://spark.apache.org/downloads.html

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9) Plotly:

Plotly is one of the big data analysis tools that lets users create charts and dashboards to share online.

Features:

- Easily turn any data into eye-catching and informative graphics
- It provides audited industries with fine-grained information on data provenance
- Plotly offers unlimited public file hosting through its free community plan

Download link: https://plot.ly/

---

10) Apache SAMOA:

Apache SAMOA is a big data analytics tool. It is one of the big data analysis tools which enables development of new ML algorithms. It provides a collection of distributed algorithms for common data mining and machine learning tasks.

Download link: https://samoa.incubator.apache.org/

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11) Lumify:

Lumify is a big data fusion, analysis, and visualization platform. It is one of the best big data analysis tools that helps users to discover connections and explore relationships in their data via a suite of analytic options.

Features:

- It is one of the best big data analytics tools that provides both 2D and 3D graph visualizations with a variety of automatic layouts
- It provides a variety of options for analyzing the links between entities on the graph
- It comes with specific ingest processing and interface elements for textual content, images, and videos
- It spaces feature allows you to organize work into a set of projects, or workspaces
- It is built on proven, scalable big data technologies

12) Elasticsearch:

Elasticsearch is a JSON-based Big data search and analytics engine. It is a distributed, RESTful search and analytics engine for solving numbers of use cases. It is one of the big data analysis tools that offers horizontal scalability, maximum reliability, and easy management.

Features:

- It allows combine many types of searches such as structured, unstructured, geo, metric, etc
- Intuitive APIs for monitoring and management give complete visibility and control
- It uses standard RESTful APIs and JSON. It also builds and maintains clients in many languages like Java, Python, NET, and Groovy
- Real-time search and analytics features to work big data by using the Elasticsearch-Hadoop
- It gives an enhanced experience with security, monitoring, reporting, and machine learning features

Download link: https://www.elastic.co/downloads/elasticsearch

13) R-Programming:

R is a language for statistical computing and graphics. It also used for big data analysis. It provides a wide variety of statistical tests.

Features:

- It provides a suite of operators for calculations on arrays, in particular, matrices,
- It provides coherent, integrated collection of big data tools for data analysis
- It provides graphical facilities for data analysis which display either on-screen or on hardcopy

Download link: https://www.r-project.org/

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14) IBM SPSS Modeler:

IBM SPSS Modeler is a predictive big data analytics platform. It offers predictive models and delivers to individuals, groups, systems and the enterprise. It is one of the big data analysis tools which has a range of advanced algorithms and analysis techniques.

Features:

- Discover insights and solve problems faster by analyzing structured and unstructured data
- It has data analysis systems that use an intuitive interface for everyone to learn
- You can select from on-premises, cloud and hybrid deployment options
- It is a big data analytics software that quickly chooses the best performing algorithm based on model performance

Download link: https://www.ibm.com/products/spss-modeler/pricing

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FAQ

❓ What is Big Data Tools?

The tools that are used to store and analyze a large number of data sets and processing

process in traditional databases. So that's why we can use big data tools and manage our huge size of data very easily.

☑️ Which are the Best Big Data Analytics Tools?

Here are some of the Best Big Data Analytics Tools:

- Integrate.io
- Atlas.ti
- Analytics
- Microsoft HDInsight
- Skytree
- Talend
- Splice Machine
- Spark

🥈 Which factors should you consider while selecting a Big Data Tool?

You should consider the following factors before selecting a big data tool

- License Cost, if applicable.
- Quality of Customer support.
- The cost involved in training employees on the tool.
- Hardware/Software requirements of the big data tool.
- Support and Update policy of the big data tool vendor.
- Reviews of the company.

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By **Cynthia Harvey** June 21, 2017

Discussions about the benefits of big data often mention the need for "business insights" in fairly generic terms. That can leave people without big data expertise wondering, what exactly are these "business insights"? And how exactly would they help my organization?

Part of the problem is the huge number of potential use cases for big data solutions. Some big data platforms can be used in so many different ways that vendors hesitate to get too specific lest they turn away some potential customers.

If you need a big data solution for your enterprise, see our list of the top big data companies

Fortunately, big data technologies have been around long enough that many organizations have already been using the tools in production for some time. These early adopters provide examples of common applications for the technology.

And while every organization is different, some of the most popular big data use cases transcend industries and apply to a wide range of companies.

What Is Big Data?

But before we delve into big data use cases, we should begin by defining our terms. The industry-standard way to describe big data is with the "three Vs":

- **Volume**: The term big data refers to very large quantities of data. While there isn't an exact size that qualifies a dataset for the big data label, most big data repositories are measured in terabytes or petabytes.
- **Velocity**: Within most big data stores, new data is being created at a very rapid pace and needs to be processed very quickly. For example, the stream of data coming from social media feeds represents big data with a high velocity.
- **Variety**: Big data comes from a wide variety of sources and resides in many different formats. A big data repository might include text files, images, video, audio files, presentations, spreadsheets, email messages and databases.

Source: InfoDiagram.com

Big Data if often hailed as a critical tool that provides competitive advantage, but make effective use of Big Data tools is real life business scenarios offers plenty of challenges.

10 Top Big Data Use Cases

So how are enterprises using big data today? Here are ten of the most popular big data use cases.

1. 360° View Of The Customer

Many enterprises use big data to build a dashboard application that provides a 360° view of the customer. These dashboards pull together data from a variety of internal and external sources, analyze it and present it to customer service, sales and/or marketing personnel in a way that helps them do their jobs.

For example, imagine the sort of dashboard an insurance company might create with information about its customers. Naturally, it would include demographic data, like customers' names, addresses, household income and family members, as well as sales information about which types of policies the customers hold. It could also pull information from the company's customer relationship management (CRM) solution about the customers' past interactions with the firm and even provide links to transcripts of recent calls, email messages or chat sessions. It might also show which pages of the company website a particular customer had recently visited, providing valuable clues about the reason a customer might be calling. The dashboard could also pull in external information, such as the customer's recent social media posts. Or if an auto insurance customer had agreed to have a tracking device from the company installed, it might even provide details about the customer's current location and recent speed.

All of that information would obviously help prepare company staff to interact with the customer, but the most sophisticated dashboards don't stop there. If it used advanced analytics or machine learning tools,

the dashboard take a guess about the reason for a customer call. It could suggest opportunities for cross-selling or upselling customers on products, or if it detects that a customer might be in danger of defecting to a competitor, it might suggest potential discounts that could lower the customer's rate. Some tools can even analyze customers' language to detect their current emotions and suggest appropriate responses to sales or customer service agents.

This might sound far-fetched and futuristic, but many companies today already have systems like this one in place, and they are using them to improve customer satisfaction and increase revenues and margins.

2. Fraud Prevention

For credit card holders, fraud prevention is one of the most familiar use cases for big data. Even before advanced big data analytics became popular, credit card issuers were using rules-based systems to help them flag potentially fraudulent transactions. So, for example, if a credit card were used to rent a car in Hawaii, but the customer lived in Omaha, a customer service agent might call to confirm that the cardholder was on vacation and that someone hadn't stolen the card.

Thanks to big data analytics and machine learning, today's fraud prevention systems are orders of magnitude better at detecting criminal activity and preventing false positives. In the example already mentioned, for instance, a sophisticated fraud prevention system might be able to see that the customer had recently purchased airline tickets, sunscreen and a new swimsuit before the rental car purchase. Based on historical patterns, a predictive analytics or machine learning system would be able to tell that the rental car was thus less likely to be a fraudulent purchase.

But fraud prevention systems can get even more sophisticated than that. According to Experian, fraud tends to be concentrated in certain geographic regions—often near airports, which make it easy for criminals to move stolen goods. However, which zip codes are riskiest tends to change over time. Big data analytics can look at past records of fraudulent transaction and quickly identify changing trends. Credit card companies and retailers can then pay more attention to transactions in zip codes that are emerging as hotbeds for criminal activity.

Credit card issuers are understandably hesitant about disclosing all the advanced analytic techniques that they use to detect and prevent fraud. However, many credit card firms and other consultants offer technology, advice and services to other firms to help them set up systems to stop criminal transactions.

3. Security Intelligence

On the theme of criminal activity, organizations are also using big data analytics to help them thwart hackers and cyberattackers. Operating an enterprise IT department generates an enormous amount of log data. In addition, cyber threat intelligence data is available from external sources, such as law enforcement or security providers. Many organizations or now using big data solutions to help them aggregate and analyze all of this internal and external information to help them prevent, detect and mitigate attacks.

Big data security solutions vary in sophistication and they are sold under a wide variety of names. For example, vendors sell log analytics tools that can detect anomalies in network data, security information and event management (SIEM) tools that offer real-time analysis of security alerts generated by other security software, and user and entity behavior analytics (UEBA) solutions that use analytics and machine

learning to detect unusual patterns in device or user activity. Other big data security solutions are labelled as security intelligence offerings or network intelligence offerings.

4. Data Warehouse Offload

One of the easiest — and potentially most cost-effective — ways for organizations to begin using big data tools is to remove some of the burden from their data warehouses. Even among the few organizations that haven't yet started experimenting with big data analytics, it is common to have a data warehouse that facilitates their business intelligence (BI) efforts.

Unfortunately, data warehouse technology tends to be very costly to purchase and run. And as business leaders have begun demanding more reports and insights from their BI teams, the data warehouse solutions haven't always been able to provide the desired performance.

To solve this problem, many enterprises use an open source big data solution like Hadoop to replace or compliment their data warehouses. Hadoop-based solutions often provide much faster performance while reducing licensing fees and other costs.

5. Price Optimization

Both business-to-consumer (B2C) and business-to-business (B2B) enterprises are also using big data analytics to optimize the prices that they charge their customers. For any company, the goal is to set prices so that they maximize their income. If the price is too high, they will sell fewer products, decreasing their net returns. But if the price is too low, they may leave money on the table.

Big data analytics allows companies to see which price points have yielded the best overall results under various historic market conditions. Businesses that are more sophisticated with their pricing analytics may also employ variable or dynamic pricing strategies. They use their big data solutions to segment their customer base and build models that show how much different types of customers will be willing to pay under different circumstances. B2C companies that have attempted this approach have met with mixed results, but it is fairly standard among B2B companies.

6. Operational Efficiency

In addition to helping organizations optimize their pricing, big data analytics can also help companies identify other potential opportunities to streamline operations or maximize their profits. Often, this particular big data use case is the purview of BI or financial analysts.

These staffers have long been running the weekly, monthly and quarterly reports that help executives track the bottom line. But as big data tools have become available and have improved in their sophistication, analysts are able to incorporate data from more sources and to update those reports much more frequently.

For example, a nationwide retailer might want to track the hourly sales of a new product in all of its physical stores. Big data analytics could easily highlight potential problems, say, for instance, a particular store that hadn't sold any of the new product during the first few hours of the rollout. A quick phone call might then reveal that the store manager had forgotten to put the new product on display, and staff could remedy the situation before it became more costly for the company or led them to inaccurate conclusions about the popularity of the product.

7. Recommendation Engines

Speaking of popularity, one of the most familiar use cases for big data is the recommendation engine. When you are watching a movie at Netflix or shopping for products from Amazon, you probably now take it for granted that the website will suggest similar items that you might enjoy. Of course, the ability to offer those recommendations arises from the use of big data analytics to analyze historical data.

These recommendation engines have become so commonplace on the Web that many customers now expect them when they are shopping online. And organizations that haven't taken advantage of their big data in this way may lose customers to competitors or may lose out on upsell or cross-sell opportunities.

8. Social Media Analysis And Response

The flood of posts that flow through social media outlets like Facebook, Twitter, Instagram and others is one of the most obvious examples of big data. Today, companies are expected to monitor what people are saying about them in social media and respond appropriately — and if they do not, they quickly lose customers.

As a result, many enterprises are investing in tools to help them monitor and analyze social platforms in real-time. Sometimes these are standalone social media products, while at other times, they are part of a larger marketing intelligence or big data analytics solution.

9. Preventive Maintenance And Support

Many of the big data use cases mentioned so far relate to retail or financial companies, but businesses in manufacturing, energy, construction, agriculture, transportation and similar sectors of the economy can also benefit from big data. In these examples, some of the biggest benefit might come from using big data to improve equipment maintenance.

As the Industrial Internet of Things (IIoT) begins to become a reality, factories and other facilities that use expensive equipment are deploying sensors that can monitor that equipment and transmit relevant data over the Internet. They then use big data solutions to analyze that information — often in real time — to detect when a problem is about to occur. They can then perform preventive maintenance that may help prevent accidents or costly line shutdowns.

10. Internet Of Things

And enterprises in every industry are beginning to see the possibilities of the Internet of Things (IoT). As in the preventive maintenance example, they are using sensors to collect data that they can then analyze to achieve actionable insights. They might track customer or product movement, monitor the weather or keep an eye on security camera footage.

As with big data itself, the number of ways in which analytics can be applied to IoT solutions seems to be endless.

Other Common Big Data Use Cases

While these are ten of the most common and well-known big data use cases, there are literally hundreds of other types of big data solutions currently in use today. Companies routinely use big data analytics for

marketing, advertising, human resource manage and for a host of other needs.

Many organizations find that they can apply big data solutions to their unique, industry-specific needs. For example, healthcare organizations look for patterns in treatment that lead to the best outcomes for patients. Farmers use big data to find the best time to plant or harvest. Professional sports teams use analytics to decide who should be on the roster and to help improve player performance. The energy industry uses big data from smart meters to improve efficiency, and financial traders use big data to determine when to buy or sell.

Perhaps it shouldn't be surprising then that once organizations begin to experiment with big data technology, they often find dozens of new uses for it that they hadn't originally considered. As time goes on and the big data tools become even more sophisticated, organizations and vendors will almost certainly discover new ways to use big data solutions that no one has even considered today.

SEE ALL
BIG DATA ARTICLES

5 Big Data Case Studies – How big companies use Big Data

Undoubtedly ***Big Data*** has become a big game-changer in most of the modern industries over the last few years. As Big Data continues to pass through our day to day lives, the number of different companies that are adopting Big Data continues to increase.
Let us see how Big Data helped them to perform exponentially in the market with these 6 big data case studies.

Top 5 Big Data Case Studies

Following are the interesting big data case studies –

1. Big Data Case Study – Walmart

Walmart is the largest retailer in the world and the world's largest company by revenue, with more than 2 million employees and 20000 stores in 28 countries. It started making use of big data analytics much before the word Big Data came into the picture.

Walmart uses ***Data Mining*** to discover patterns that can be used to provide product recommendations to the user, based on which products were brought together.
WalMart by applying effective Data Mining has increased its conversion rate of customers. It has been speeding along big data analysis to provide best-in-class e-commerce technologies with a motive to deliver superior customer experience.

The main objective of holding big data at Walmart is to optimize the shopping experience of customers when they are in a Walmart store.

Big data solutions at Walmart are developed with the intent of redesigning global websites and building innovative applications to customize the shopping experience for customers whilst increasing logistics efficiency.

Hadoop and NoSQL technologies are used to provide internal customers with access to real-time data collected from different sources and centralized for effective use.

2. Big Data Case Study – Uber

Uber is the first choice for people around the world when they think of moving people and making deliveries. It uses the personal data of the user to closely monitor which features of the service are mostly used, to analyze usage patterns and to determine where the services should be more focused.

Uber focuses on the supply and demand of the services due to which the prices of the services provided changes. Therefore one of Uber's biggest uses of data is surge pricing. For instance, if you are running late for an appointment and you book a cab in a crowded place then you must be ready to pay twice the amount.

For example, On New Year's Eve, the price for driving for one mile can go from 200 to 1000. In the short term, surge pricing affects the rate of demand, while long term use could be the key to retaining or losing customers. ***Machine learning algorithms*** are considered to determine where the demand is strong.

3. Big Data Case Study – Netflix

It is the most loved American entertainment company specializing in online on-demand streaming video for its customers.

Netflix has been determined to be able to predict what exactly its customers will enjoy watching with Big Data. As such, Big Data analytics is the fuel that fires the 'recommendation engine' designed to serve this purpose. More recently, Netflix started positioning itself as a content creator, not just a distribution method.

Unsurprisingly, this strategy has been firmly driven by data. Netflix's recommendation engines and new content decisions are fed by data points such as what titles customers watch, how often playback stopped, ratings are given, etc. The company's data structure includes Hadoop, Hive and Pig with much other traditional business intelligence.

Netflix shows us that knowing exactly what customers want is easy to understand if the companies just don't go with the assumptions and make decisions based on Big Data.

4. Big Data Case Study – eBay

A big technical challenge for eBay as a data-intensive business to exploit a system that can rapidly analyze and act on data as it arrives (streaming data). There are many rapidly evolving methods to support streaming data analysis.

eBay is working with several tools including **Apache Spark**, Storm, Kafka. It allows the company's data analysts to search for information tags that have been associated with the data (metadata) and make it consumable to as many people as possible with the right level of security and permissions (data governance).

The company has been at the forefront of using big data solutions and actively contributes its knowledge back to the open-source community.

5. Big Data Case Study – Procter & Gamble

Procter & Gamble whose products we all use 2-3 times a day is a 179-year-old company. The genius company has recognized the potential of Big Data and put it to use in business units around the globe. P&G has put a strong emphasis on using big data to make better, smarter, real-time business decisions.

The Global Business Services organization has developed tools, systems, and processes to provide managers with direct access to the latest data and advanced analytics. Therefore P&G being the oldest company, still holding a great share in the market despite having many emerging companies.

Big Data predicting the uncertainties

A groundbreaking study in Bangladesh has found that using data from mobile phone networks to track movements of people across the country help predict where outbreaks of diseases such as malaria are likely to occur, enabling health authorities to take preventive measures.

Every year, malaria kills more than 400,000 people globally and most of them are children.

The different type of data, including information provided by the Bangladesh ministry of health, are used to create risk maps indicating the likely locations

of malaria outbreaks so the local health authorities can then be warned to take preventative action, including spraying insecticides and stockpiling bed nets and medicines to protect the population from the disease.

Conclusion

With the various technologies it holds, Big Data helps almost every company or sector that aspires to grow. Analyzing large datasets that are associated with the events of the company can give them insights to increase their customer satisfaction.

If you know more such interesting Big Data case studies, share with us through comments.

Keep improving! Big Data has your back ☺

37 Big Data Case Studies with Big Results

By Rob Petersen, {grow} Community Member

Big Data is the collection of large amounts of data from places like web-browsing data trails, social network communications, sensor and surveillance data that is stored in computer clouds then searched for patterns, new revelations and insights.

In less than a decade, Big Data is a multi-billion-dollar industry.

Who's using it? How are they apply data? What are they achieving?

Here are 37 Big Data case studies where companies see big results.

> ***AETNA*:** Looks at patient results on a series of metabolic syndrome-detecting tests, assesses patient risk factors and focuses on treating one or two things that will have the most impact (statistically speaking) on improving their health. 90% of patients who didn't have a previous visit

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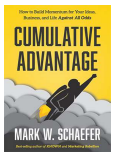

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with their doctor would benefit from a screening, and 60% would benefit from improving their adherence to their medicine regimen.

AMERICAN EXPRESS: Starts looking for indicators that could predict loyalty and developed sophisticated predictive models to analyze historical transactions and 115 variables to forecast potential churn. The company believes it can now identify 24% of accounts that will close within the next four months.

ATLANTA FALCONS: Use GPS technology to assess player movements during practices, which helps the coaches create more efficient plays.

BANK OF AMERICA: "BankAmeriDeals" provides cash-back offers to credit and debit-card customers based upon analyses of their prior purchases.

BASIS: Is a wrist-based health tracker and online personal dashboard that helps users incorporate small, progressive health changes over time—that ultimately add up to major results.

BRITISH AIRWAYS: "Know Me" program combines already existing loyalty information with the data collected from customers based on their online behavior. With the blending of these two sources of information, British Airways can make more targeted offers while responding to service lapses in ways to create a more positive experience for the flyer.

CAESARS ENTERTAINMENT: Combines patrons' gambling outcomes with their rewards program information to offer enticing perks to those who are losing at the tables.

CATAPULT: Uncovers vitally important information like whether an athlete is developing an injury, or whether certain workouts are overly stressful. That helps teams keep their players safe and game-ready. Sales grew 64% last year and Catapult now works with nearly half of NFL teams, a third of NBA teams, and 30 major college programs.

COMMONBOND: Is a student lending platform that connects students and graduates to alumni investors and accomplished professionals. Thus, students can access lower, fixed-rate financing—and save thousands of dollars on their repayments.

DELTA: With over 130 million bags checked per year, Delta has a lot of tracking data about bags and became the first major airline to allow customers to track their bags from mobile devices. To date, the app has been downloaded over 11 million times and gives customers much greater peace of mind.

DUETTO: Makes it easier for companies to personalize data to individuals searching online for hotels. Prices by hotels can be personalized by taking data such as how much you typically spend at the

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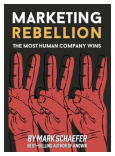

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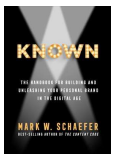

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hotel can give you a better price, knowing you'll spend money on other services.

EBAY: "the Feed" is a new homepage that allows customers to follow entire categories of items no matter how obscure. This makes it easier for customers to stay on top of the latest items they have a particular interest, especially if they are collectors.

EVOVL: Helps large global companies make better hiring and management decisions through tpredictive analytics. Evolv crunches more than 500 million data points on gas prices, unemployment rates, and social media usage to help clients like Xerox—who has cut attrition by 20 percent—predict, for example, when an employee is most likely to leave his job. Companies like Xerox, AT&T and Kelly Services use Evolv, and on average, our clients see a $10 million impact on their P&L. Evolv's sales grew a whopping 150% from Q3 2012 to Q3 2013.

GENERAL ELECTRIC: Many machines—everything from power plants to locomotives to hospital equipment—now pump out data about how they're operating. GE's analytics team crunches it, then rejiggers machines to be more efficient. Even tiny improvements are substantial, given the scale: By GE's estimates, data can boost productivity in the U.S. by 1.5%, which over a 20-year period could save enough cash to raise average national incomes by as much as 30%.

GOOGLE: Working with the U.S. Centers for Disease Control, tracks when users are inputting search terms related to flu topics, to help predict which regions may experience outbreaks.

HOMER: Handcrafted by top literacy experts, helps children learn to read. It has a complete phonics program, a library of beautifully illustrated stories, hundreds of science field trips, and exciting art and recording tools—combining the best early learning techniques into an engaging app that connects learning to read with learning to understand the world.

IRS: Uses Big Data to stop identity theft, fraud, and improper payments, such as those who are not paying taxes and should. The system also helps to ensure compliance with tax rules and laws. So far, the IRS has stopped billions of dollars in fraud, specifically with identity theft, and recovered more than $2 billion over the last three years.

KAISER: Uses Big Data to study the incidence of blood clots within a group of women taking oral contraceptives. The analysis revealed that one formula contained a drug that increased the threat of blood clots by 77%—understanding these types of patterns can help many people avoid visits to the doctor or emergency room.

KROGER: Accesses, collects, and manages data for about 770 million

provide some fun along the way. I am so glad you're here. - Mark Schaefer

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sees an impact from its award-winning loyalty program through nearly 60% redemption rates and over $12 billion in incremental revenue by using big data and analytics.

LENDUP: A banking startup, evaluates whether to approve loan applicants per how a user interacts with its site.

NETFLIX: Having drawn in millions of users with its high-quality original programming, is now using its trove of data and analytics about international viewing habits to create and buy programming that it knows will be embraced by large, ready-made audiences.

NEXT BIG SOUND: Explains through analytics of online activity Wikipedia page views, Facebook Likes, You Tube Views and Twittter Mentions which bands are about to break, which late night shows impact an artist's trajectory, and many, many other quandaries that for decades had been the exclusive domain of mercurial executives

NORFOLK SOUTHERN: Deploys customized software to monitor rail traffic and reduce congestion, enabling trains to operate at higher speeds. The company forecasts $200 million in savings by making trains run just 1 mph faster.

PALANTIR TECHNOLOGIES: Uses big data to solve security problems ranging from fraud to terrorism. Their systems were developed with funding from the CIA and are widely used by the US Government and their security agencies.

PROCTER & GAMBLE: Examines its business program success and react more quickly to changing market conditions, P&G needed to clearly and easily understand its rapidly growing and vast amount of data. integrated vast amounts of structured and unstructured data across research and development, supply chain, customer-facing operations, and customer interactions, both from traditional data sources and new sources of online data. Now, P&G can load and integrate data faster and execute reliable analysis at scales that were previously not possible.

QSTREAM: Allows sales reps to engage in fun, scenario-based challenges—complete with leaderboards and scoring—and produces sophisticated, real-time analytics. With this information, companies gain important insights into their existing knowledge gaps and are given the tools to create dynamic sales forces.

RED ROOF INN: Produces 10% growth year over year helping people who are stranded due to bad weather. The marketing department uses historical weather information, and begin a plan to target stranded airport passengers. With some estimated 2-3% of flights cancelled daily, 500 planes don't take off, 90,000 passengers get stranded. The company uses big data to identify the areas of demand and uses search advertising,

bookings with personalized messages like 'Stranded at O'Hare? Check out Red Roof Inn.'

RENTHOP: Is an apartment search platform simplifies real estate decisions, allowing users to look at curated apartment listings from trustworthy sources and determine which apartments are worth investigating—then schedule appointments with reputable brokers and property managers.

SEARS: Has consolidated data relating to customers, products, sales and campaigns to reduce the time needed to launch major marketing campaigns from eight weeks to one.

SPRINT: Uses Big Data analytics to improve quality and customer experience while reducing network error rates and customer churn. They handle 10's of billions of transactions per day for 53 million users, and their Big Data analytics put real-time intelligence into the network, driving a 90% increase in capacity.

THE WEATHER CHANNEL: Is more than just a weather channel. By analyzing the behavior patterns of its digital and mobile users in 3 million locations worldwide—along with the unique climate data in each locale—the Weather Company has become an advertising powerhouse, letting shampoo brands, for example, target users in a humid climate with a new anti-frizz product. More than half of the Weather Company's ad revenue is now generated from its digital operations.

T-MOBILE: Has integrated Big Data across multiple IT systems to combine customer transaction and interactions data to better predict customer defections. By leveraging social media data (Big Data) along with transaction data from CRM and Billing systems, T-Mobile USA has could "cut customer defections in half in a single quarter".

UBER: Is cutting the number of cars on the roads of London by a third through UberPool that cater to users who are interested in lowering their carbon footprint and fuel costs. Uber's business is built on Big Data, with user data on both drivers and passengers fed into algorithms to find suitable and cost-effective matches, and set fare rates.

UPS: On a daily basis, UPS makes 16.9 package and document deliveries every day and over 4 billion items shipped per year through almost 100,000 vehicles. With this volume, there are numerous ways UPS uses Big Data, and one of the applications is for fleet optimization. On-truck telematics and advanced algorithms help with routes, engine idle time, and predictive maintenance. Since starting the program, the company has saved over 39 million gallons of fuel and avoided driving 364 million miles.

US XPRESS: A provider of a wide variety of transportation solutions

condition to truck engine operations to GPS information, and uses this data for optimal fleet management and to drive productivity saving millions of dollars in operating costs.

VIROOL: is a powerful video service, allowing clients to target desired audiences on its global network of more than 100 million viewers. With affordable campaigns starting as low as $10 per day, Virool gives anyone the ability to distribute YouTube video content through a series of online publishers and offers clients full transparency with accurate and detailed analytics.

WAL-MART: Relies on text analysis, machine learning and even synonym mining to produce relevant search results. Wal-Mart says adding semantic search has improved online shoppers completing a purchase by 10% to 15%. In Wal-Mart terms, that is billions of dollars.

Do these case studies show how Big Data can work? And results that can be achieved? Does your company need help putting Big Data to use?

Rob Petersen is an experienced advertising and marketing executive and the founder of the BarnRaisers agency. Follow Rob on Twitter: @RobPetersen

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Big Data (/sql-server-tip-category/208/big-data/)	Getting Started with HDInsight - Part 3 - Creating an HDInsight Cluster in Microsoft Azure Cloud (/sqlservertip/3442/getting-started-with-hdinsight-part-3-creating-an-hdinsight-cluster-in-microsoft-azure-cloud/)
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Cortana (/sql-server-tip-category/224/cortana/)	Overview of Big Data Stores in the Cortana Intelligence Suite (/sqlservertip/4442/overview-of-big-data-stores-in-the-cortana-intelligence-suite/)
Cortana (/sql-server-tip-category/224/cortana/)	Overview of Information Management in Cortana Intelligence Suite (/sqlservertip/4422/overview-of-information-management-in-cortana-intelligence-suite/)
Cortana (/sql-server-tip-category/224/cortana/)	Overview of Intelligence Pillar in the Cortana Intelligence Suite (/sqlservertip/4604/overview-of-intelligence-pillar-in-the-cortana-intelligence-suite/)
Cortana (/sql-server-tip-category/224/cortana/)	Overview of Machine Learning and Analytics in Cortana Intelligence Suite (/sqlservertip/4525/overview-of-machine-learning-and-analytics-in-cortana-intelligence-suite/)
Indexing (/sql-server-tip-category/38/indexing/)	Querying SQL Server Index Statistics (/sqlservertip/2979/querying-sql-server-index-statistics/)

Category	Title
Integration Services Configuration Options (/sql-server-tip-category/128/integration-services-configuration-options/)	SQL Server Integration Services XML Configurations Tips and Tricks (/sqlservertip/3324/sql-server-integration-services-xml-configurations-tips-and-tricks/)
Integration Services Connection Managers (/sql-server-tip-category/133/integration-services-connection-managers/)	SQL Server Integration Services Connection Manager Tips and Tricks (/sqlservertip/3053/sql-server-integration-services-connection-manager-tips-and-tricks/)
Microsoft Excel Integration (/sql-server-tip-category/114/microsoft-excel-integration/)	Combining Data from Multiple Relational Data Sources into One Table in PowerPivot for Excel (/sqlservertip/2893/combining-data-from-multiple-relational-data-sources-into-one-table-in-powerpivot-for-excel/)
Microsoft Excel Integration (/sql-server-tip-category/114/microsoft-excel-integration/)	Creating Hierarchies in PowerPivot for Excel (/sqlservertip/2900/creating-hierarchies-in-powerpivot-for-excel/)
Microsoft Excel Integration (/sql-server-tip-category/114/microsoft-excel-integration/)	Creating Linked Tables in PowerPivot for Excel (/sqlservertip/2848/creating-linked-tables-in-powerpivot-for-excel/)
Microsoft Excel Integration (/sql-server-tip-category/114/microsoft-excel-integration/)	Importing SQL Server Data from Multiple Data Sources into PowerPivot for Excel (/sqlservertip/2839/importing-sql-server-data-from-multiple-data-sources-into-powerpivot-for-excel/)
Microsoft Excel Integration (/sql-server-tip-category/114/microsoft-excel-integration/)	Introduction to Data Explorer for Excel (/sqlservertip/2953/introduction-to-data-explorer-for-excel/)
Microsoft Excel Integration (/sql-server-tip-category/114/microsoft-excel-integration/)	Working with Columns and Properties in PowerPivot for Excel (/sqlservertip/2891/working-with-columns-and-properties-in-powerpivot-for-excel/)
Power BI (/sql-server-tip-category/211/power-bi/)	Overview of Power BI Dashboards and Visualizations in the Cortana Intelligence Suite (/sqlservertip/4708/overview-of-power-bi-dashboards-and-visualizations-in-the-cortana-intelligence-suite/)
Professional Development Interview Questions BI (/sql-server-tip-category/220/professional-development-interview-questions-bi/)	SQL Server Analysis Services Interview Questions on Dimensions, Hierarchies and Properties (/sqlservertip/2683/sql-server-analysis-services-interview-questions-on-dimensions-hierarchies-and-properties/)
Professional Development Interview Questions BI (/sql-server-tip-category/220/professional-development-interview-questions-bi/)	SQL Server Analysis Services Interview Questions Part II - Dimensions (/sqlservertip/2662/sql-server-analysis-services-interview-questions-part-ii-dimensions/)
Professional Development Interview Questions BI (/sql-server-tip-category/220/professional-development-interview-questions-bi/)	SSAS Interview Questions on Aggregations, Translations, Perspectives, and Security (/sqlservertip/2755/ssas-interview-questions-on-aggregations-translations-perspectives-and-security/)
Professional Development Interview Questions BI (/sql-server-tip-category/220/professional-development-interview-questions-bi/)	SSAS Interview Questions on Deployment, Processing, Querying, and Accessing (/sqlservertip/2756/ssas-interview-questions-on-deployment-processing-querying-and-accessing/)
Professional Development Interview Questions BI (/sql-server-tip-category/220/professional-development-interview-questions-bi/)	SSAS Interview Questions on Measures, Actions, and Storage (/sqlservertip/2614/ssas-interview-questions-on-measures-actions-and-storage/)
Professional Development Interview Questions BI (/sql-server-tip-category/220/professional-development-interview-questions-bi/)	SSAS Interview Questions Part I: Questions on Basic Concepts, Data Sources, and Data Source Views (/sqlservertip/2637/ssas-interview-questions-part-i-questions-on-basic-concepts-data-sources-and-data-source-views/)
Reporting Services Analysis Services (/sql-server-tip-category/173/reporting-services-analysis-services/)	Cumulative Aggregates in SQL Server Reporting Services (/sqlservertip/2587/cumulative-aggregates-in-sql-server-reporting-services/)
Reporting Services Charts (/sql-server-tip-category/175/reporting-services-charts/)	Different ways to create Custom Colors for Charts in SQL Server Reporting Services (/sqlservertip/2797/different-ways-to-create-custom-colors-for-charts-in-sql-server-reporting-services/)
Reporting Services Charts (/sql-server-tip-category/175/reporting-services-charts/)	Handling a Large Number of Categories in a SQL Server Reporting Services Pie Chart (/sqlservertip/2773/handling-a-large-number-of-categories-in-a-sql-server-reporting-services-pie-chart/)
Reporting Services Configuration (/sql-server-tip-category/176/reporting-services-configuration/)	SQL Server Reporting Services Report Manager Tips and Tricks (/sqlservertip/3039/sql-server-reporting-services-report-manager-tips-and-tricks/)
Reporting Services Development (/sql-server-tip-category/20/reporting-services-development/)	SQL Server Reporting Services Expressions Tips and Tricks (/sqlservertip/3011/sql-server-reporting-services-expressions-tips-and-tricks/)
Reporting Services Formatting (/sql-server-tip-category/184/reporting-services-formatting/)	SQL Server Reporting Services Tips and Tricks to Improve the End User Experience (/sqlservertip/3023/sql-server-reporting-services-tips-and-tricks-to-improve-the-end-user-experience/)
Scripts (/sql-server-tip-category/26/scripts/)	SQL Server Row Count for all Tables in a Database (/sqlservertip/2537/sql-server-row-count-for-all-tables-in-a-database/)
SQL Server Agent (/sql-server-tip-category/27/sql-server-agent/)	Querying SQL Server Agent Job Information (/sqlservertip/2561/querying-sql-server-agent-job-information/)
SQL Server Configurations (/sql-server-tip-category/29/sql-server-configurations/)	Windows Services for SQL Server (/sqlservertip/2622/windows-services-for-sql-server/)