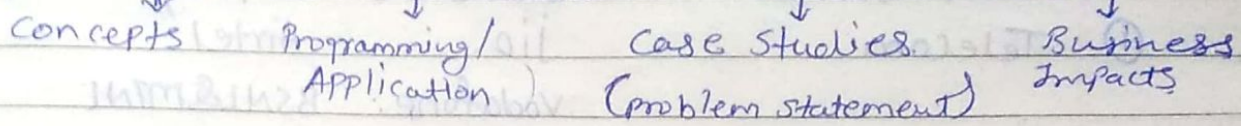


Intro to DS & analytics.



BFS I - 70% Jobs (Banking, financial services).
Applicable (Core Industries for DS)

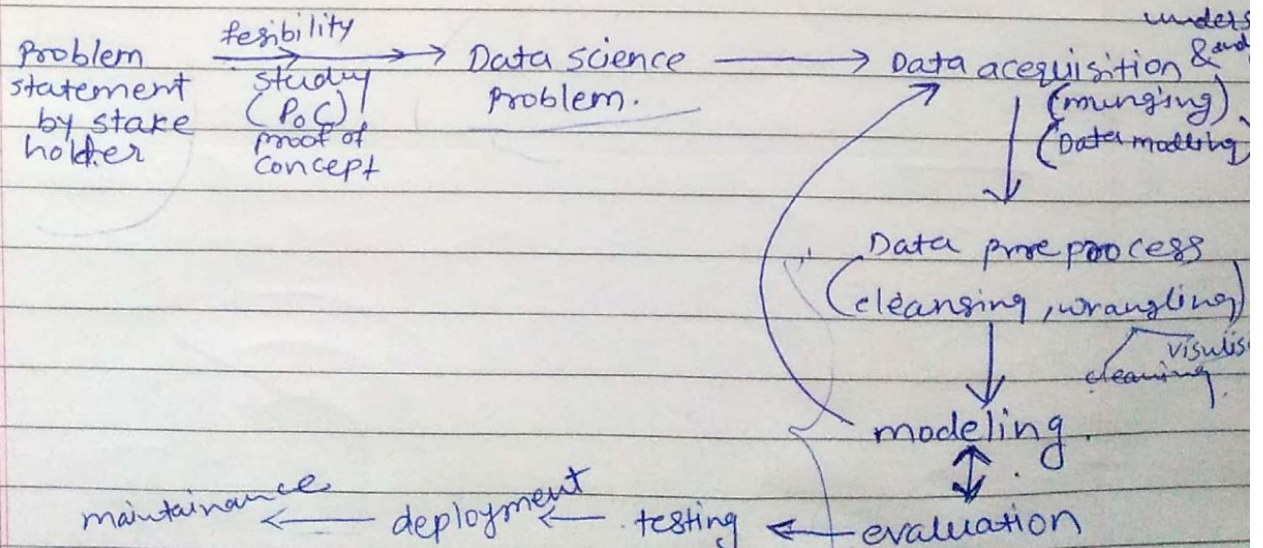
- Banking, marketing, finance, pharmaceuticals, Retail, eCommers., telecom, E-governance, Transportation
- Business analytic - factor
- eGovernance - LIC
- Retail - Big bazar
- ecommers - Amazon, Flip cart

- Fraud detection, Fault detection, upsell, Travel, spam filtering, Risk detection, Diseases detection

n.w * shelf life

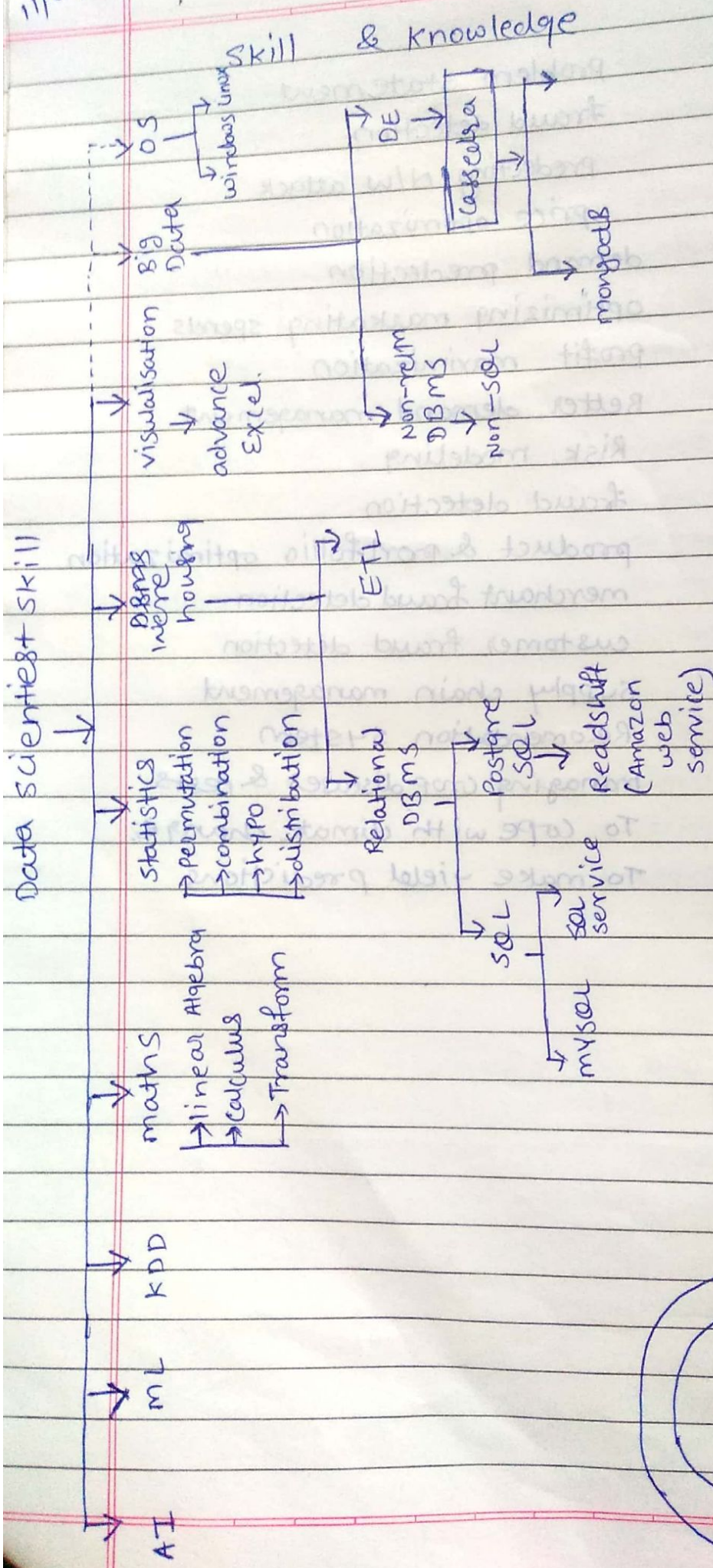
- By studying historical data prediction of future Scope of Business.

* DS life cycle.

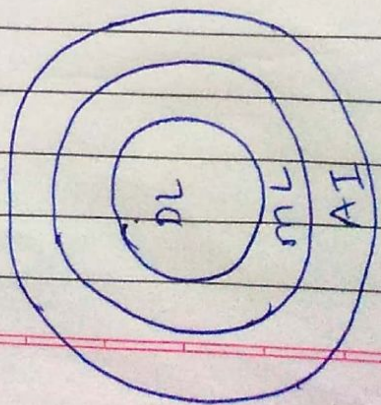


Industries	Service Based Company	Product Based Company	Problem statement
① Telecom	Jio Vodafone	Airtel BSNL & MTNL	fraud detection predicting R/W attack price optimization
② Retail	Aditya Birla fashion & Retail Avenue super marts future enterprises Ltd	Reliance Retail Future group Trent Titan company	demand prediction optimizing marketing spends profit maximization better demand management Risk modeling fraud detection
③ Banking	ministry of finance Reserve bank of India Associates of mutual funds		product & portfolio optimization merchant fraud detection customer fraud detection supply chain management Recommendation system
④ e-commerce		Amar one Flipcart Indiamart Jee dial	managing crop diseases & pests To cope with climate change To make yield predictions
⑤ Agriculture	BioKriti Agro solution way 2 agrotech Cres Exports	Ballies india Jenker india Agro Advantex limited	

11/8/2019

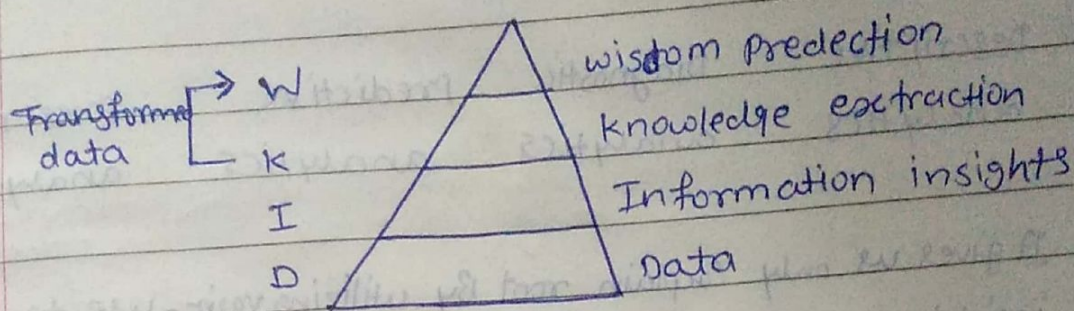


Linux - Ubuntu
- fedora



DL → ML → AI

* KDD (Knowledge of discovering Data).
(Data understanding)



- Historical data stored in warehousing in form of or by sort of timestamp / Batch
- ETL helps to extract data which is significant.
- map reduce technique is nothing but segregation.

4 V's in Big data

- ① volume \rightarrow Petabyte (10^{15})
- ② variety \rightarrow Eg: image, text, speech, videos, graphics
- ③ velocity \rightarrow Speed of data creation
- ④ veracity \rightarrow particular type of data coming with high speed

Statistics

