**PHASE 1 : Big Data Analysis with IBM Cloud Databases [Project 5]**

**Understanding the Problem**

**Problem Definition :** We're tasked with analyzing large datasets using IBM Cloud Databases to find valuable information. The data covers diverse areas, from climate trends to social patterns. Our goal is to create a clear process for analysis, set up the necessary databases, perform data analysis, and present the findings in a way that helps businesses make informed decisions.

**Our Design Thinking Approach:** A Step-by-Step Guide

**Step 1: Choose the Right Data**

**Data Selection:** We need to pick the datasets we'll work with. These could be data about the climate, like temperature and rainfall, or data about social media trends, such as tweets or posts.

**Step 2: Set Up the Database**

**Database Setup:** To store and manage our large datasets, we'll use IBM Cloud Databases. This step involves configuring these databases for security and efficiency.

**Step 3: Dive into the Data**

Data Exploration: We'll create special queries and scripts to explore our datasets. Think of this like looking through a massive library to find specific books. We'll extract the information we need and identify any interesting patterns or trends.

**Step 4: Uncover Insights**

Analysis Techniques: This is where we use different methods, like statistics or machine learning, to dig deep into the data. It's like solving puzzles – we want to find valuable pieces of information hidden within the data.

**Step 5: Make It Understandable**

**Visualization:** We'll turn our findings into easy-to-understand visuals. Imagine creating charts, graphs, and colorful diagrams that tell a story. These visuals will make it clear what the data is saying.

**Step 6: Find the Business Value**

**Business Insights:** Finally, we'll interpret what our analysis means for businesses. It's like translating our data discoveries into actionable advice. If we find, for example, that certain climate trends affect product sales, we'll provide recommendations based on that.

**Conclusion**

Our project involves a systematic process: selecting data, setting up databases, exploring the data, using analysis techniques, creating visuals, and deriving valuable business insights. This approach ensures that we turn complex data into actionable information that can drive smart decisions for businesses.

SUBMITTED BY

CAD TEAM 9 3RD YR CSE TAGORE ENGINEERING COLLEGE