BIG DATA ANALYSIS APPROACH

Publication Title: *Considerations for big data: Architecture and approach*

Published in: *Aerospace Conference, 2012, IEEE,[9 Citation]*

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Motivation: Why is it relevant?

- Unstructured data is the fastest growing type of data, some example could be imagery, sensors, telemetry, video, documents, log files, and email data files.

- The challenge is not only to store and manage the vast volume of data ("big data"), but also to analyze and extract meaningful value from it.

- The main focus of the paper is on unstructured data analysis and extract meaningful value from it.

- For example, retailers can track user web clicks to identify behavioral trends that improve campaigns, pricing and stockage

- With Big Data Analysis, enterprises can save money, grow revenue, and achieve many other business objectives, in any vertical.

Motivation: Why is it interesting?

- Personal-
  - Related to Lab, which is currently going
  - preparation for future research/development
- Community-
  - Leading organizations are leveraging Big Data to:
    1. Build new applications that were not possible before .
    2. Understand customer sentiment, like Salesforce.com's social media marketing platform.
    3. Realize new sources of competitive advantage

Objectives

- Expected Result
  - Trying to learn the data analysis approach using Apache Hadoop
  - Approach of unstructured data analysis. MapReduce, in conjunction with the Hadoop Distributed File System (HDFS) and HBase database, as part of the Apache Hadoop project is a modern approach to analyze unstructured data.
  - Hadoop clusters are an effective means of processing massive volumes of data, and can be improved with the right architectural approach.

THANK YOU