

Vasavi College of Engineering
IBRAHIMBAGH, HYDERABAD-31
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

A Report on “Big Data ” by D Anil Kumar conducted on Mar 29th, 2014

(Conducted Under IE Student Chapter)

A Guest Lecture on “Big Data” was delivered by Mr. D.Anil Kumar, Project Manager on Mar 29th, 2014 Under IE Student Chapter for the students of B.E 3/4 CSE in the Seminar Hall, Ramanujan Block.

The objective behind conducting the session is to enlighten the students with the concepts of Big Data and big data analytics tools.

Big data analytics is the process of examining large amounts of data of a variety of type’s big data to uncover hidden patterns, unknown correlations and other useful information. Such information can provide competitive advantages over rival organizations and result in business benefits, such as more effective marketing and increased revenue.

The primary goal of big data analytics is to help companies make better business decisions by enabling data scientists and other users to analyze huge volumes of transaction data as well as other data sources that may be left untapped by conventional business intelligence BI programs.

These other data sources may include Web server logs and Internet click stream data, social media activity reports, mobile-phone call detail records and information captured by sensors.

Big data analytics can be done with the software tools commonly used as part of advanced analytics disciplines such as predictive analytics and data mining. But the unstructured data sources used for big data analytics may not fit in traditional data warehouses. Furthermore, traditional data warehouses may not be able to handle the processing demands posed by big data.

The student felt the session to be interesting and informative as they could experience the applications of databases through the expert from industry.

