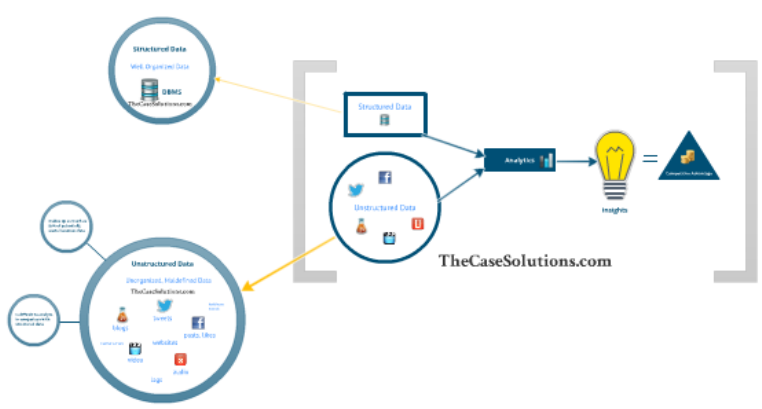




Thank You!

Private case history used with permission by client



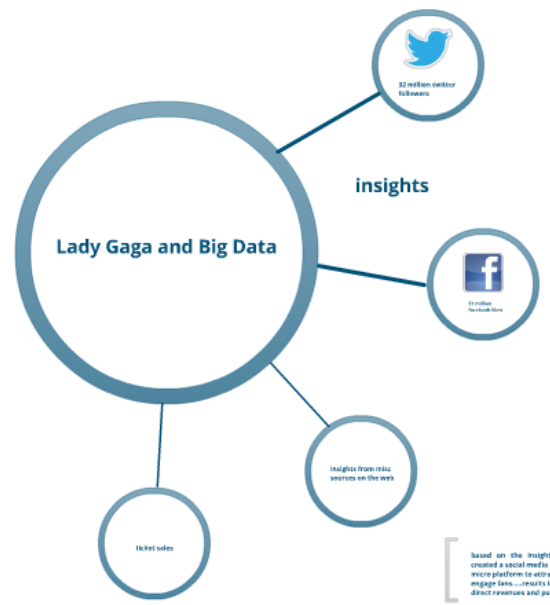
Can you give us one real world example of Big Data?

because.. it can collect ..  
=

and perform..

Why there is so much hype about Big Data?

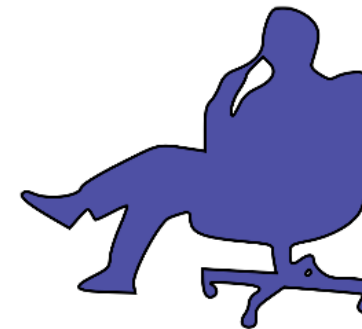
The technology more prominent Lady Gaga and her social network and even took insights...



Based on the insights, they created a social media micro platform to attract and engage fans... results in more direct revenues and publicity...



# Unlocking the Big Promise of Big Data



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Well, thats  
simple ! big data  
is about large  
sets of data



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**But then  
organizations have  
been building data  
warehouses to  
store and retrieve  
large sets of data  
for years.....**



**TheCaseSolutions.com**

... big data is a collection of data sets so large and complex that it becomes difficult to process using on-hand database management tools. The challenges include capture, curation, storage, search, sharing, analysis, and visualization....

- wikipedia

...big data is not about how it is defined, but rather about what is done with the data...

Vesset, the IDC researcher

Big data is the massive amount of rapidly moving and freely available data that potentially serves a valuable and unique need in the marketplace, but is extremely expensive and difficult to mine by traditional means.

[www.techrepublic.com](http://www.techrepublic.com)

Big data is the term used to describe the huge volumes of data generated by traditional business activities and from new sources such as social media...

- Paul Taylor, [www.ft.com](http://www.ft.com)

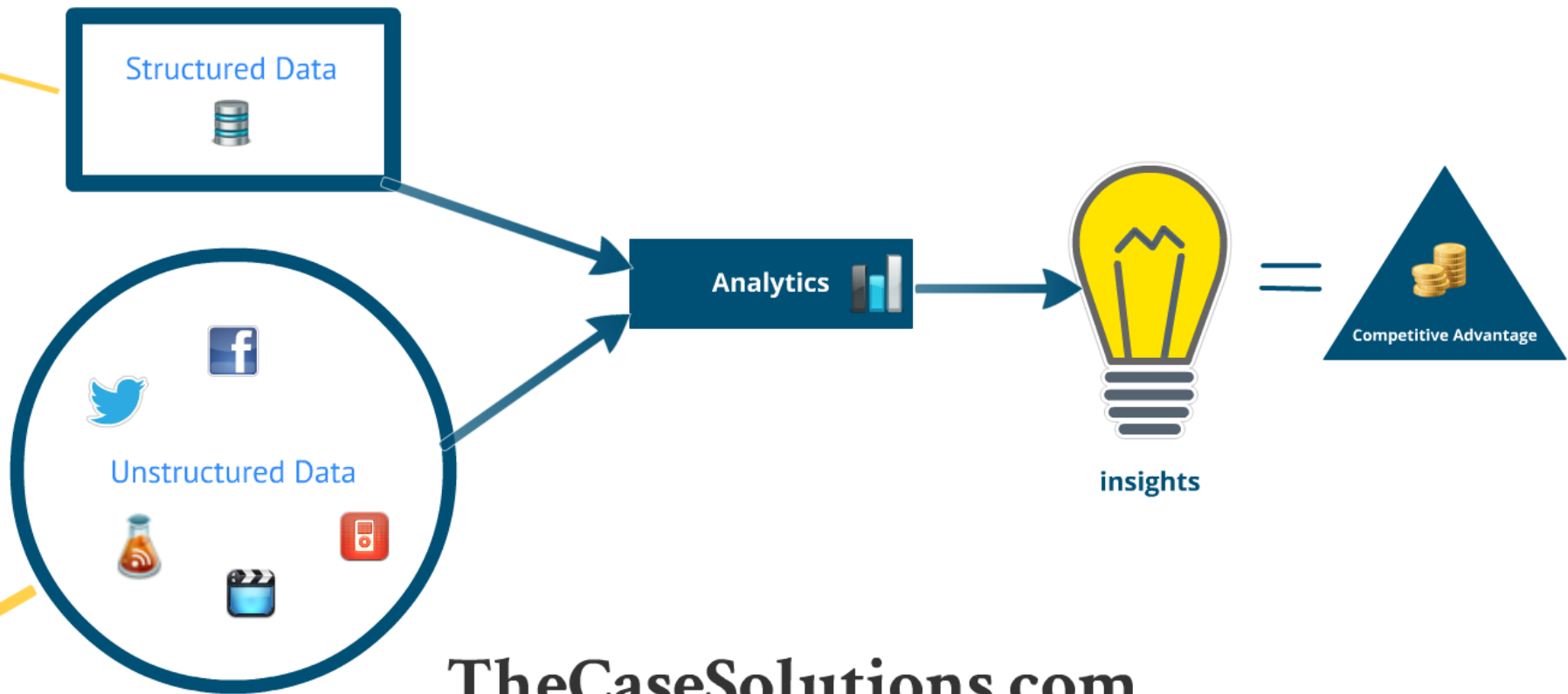
The collection and analysis of large amounts of data to create a competitive advantage.

- Dr. Werner Vogels, CTO, AWS

## **Our Definition of Big Data..**

Big Data Analytics is an art of analyzing large sets of rapidly growing structured and unstructured data to gain insights, and convert it into competitive advantage.

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# Structured Data

Well Organized Data



**DBMS**

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# Unstructured Data

Unorganized, Maldefined Data

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blogs



tweets

healthcare records



posts, likes

weather sensors



video

websites



audio

logs

