



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35
An Autonomous Institution



Department of Information Technology



19ITE305 – BIG DATA ANALYTICS

III B.Tech. IT/ VI SEMESTER

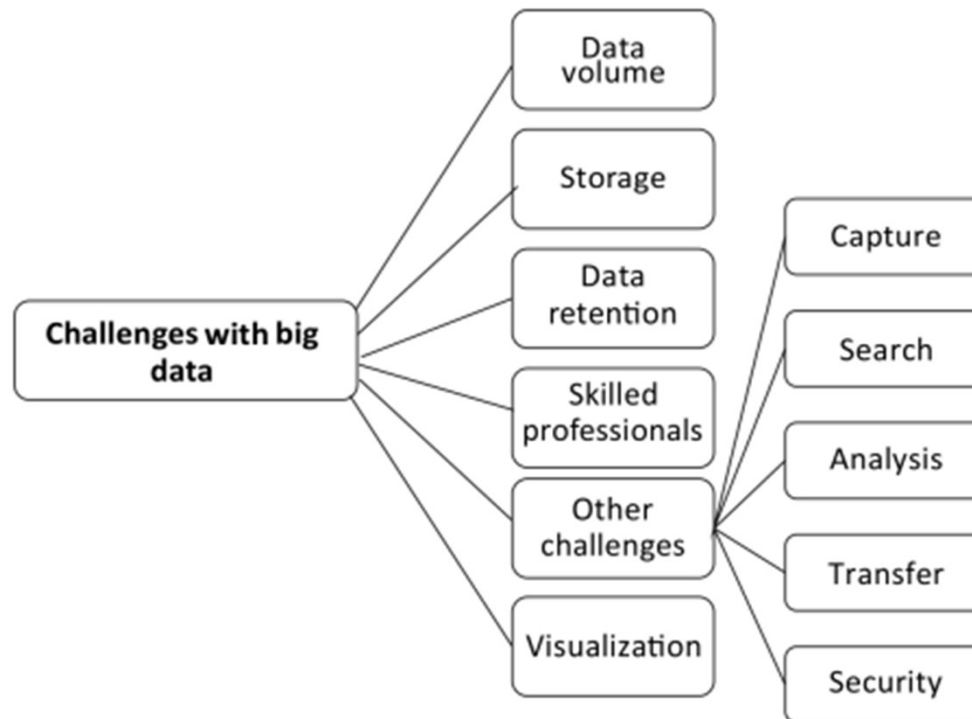
UNIT I : INTRODUCTION TO BIG DATA AND ANALYTICS

Topic 3 : Challenges with Big Data - Other Characteristics of Data - Why Big Data - Traditional Business Intelligence versus Big Data

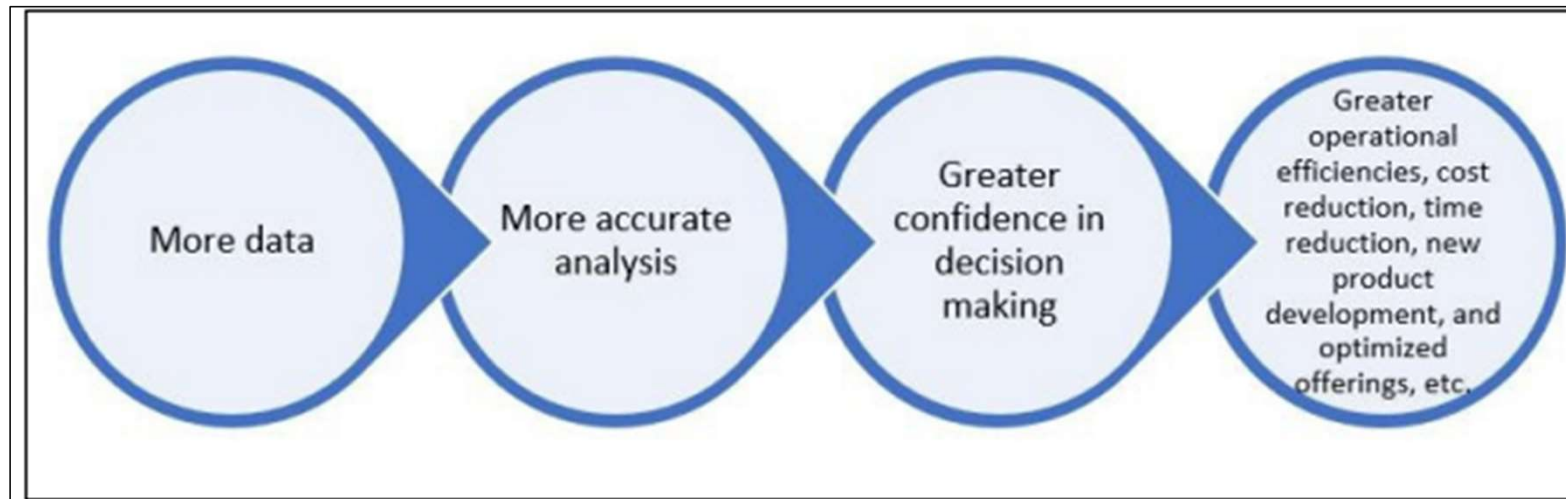
Classification of Digital Data, Structured and Unstructured Data - Introduction to Big Data: Characteristics – Evolution – Definition - Challenges with Big Data - Other Characteristics of Data - Why Big Data - Traditional Business Intelligence versus Big Data - Data Warehouse and Hadoop Environment

Big Data Analytics: Classification of Analytics – Challenges - Big Data Analytics important - Data Science - Data Scientist - Terminologies used in Big Data Environments .

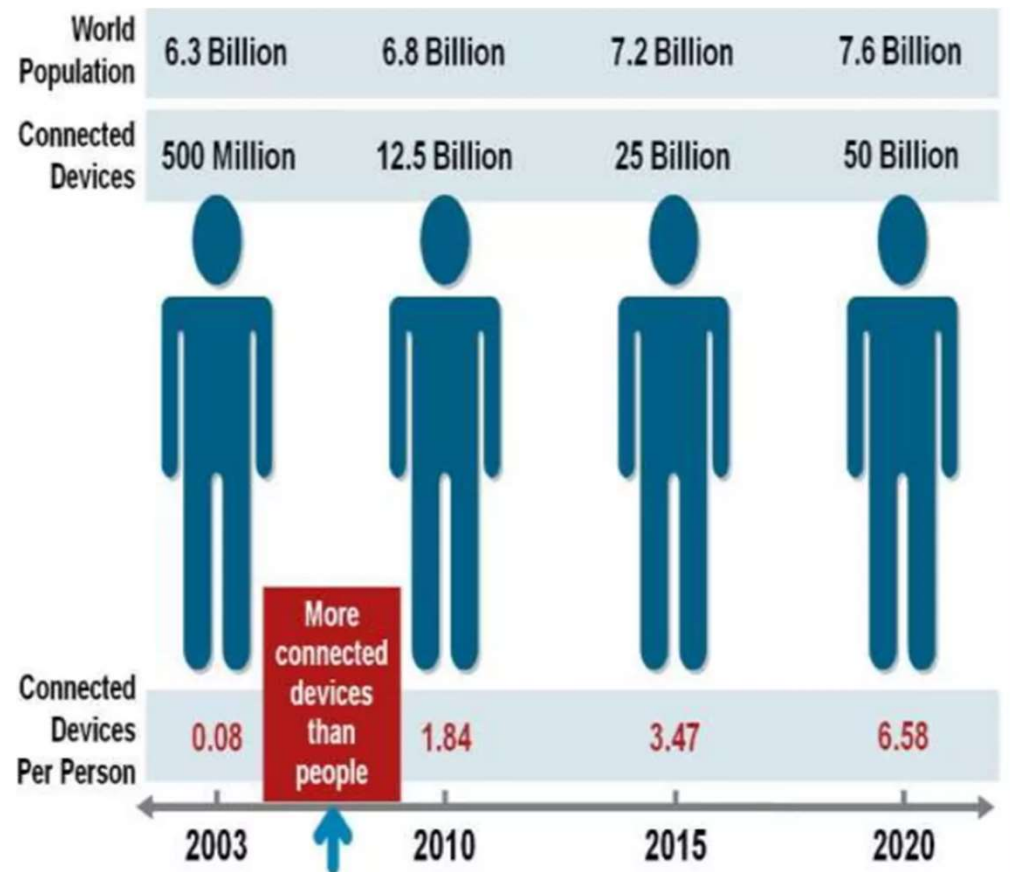
Challenges with big data



Why Big Data?



- FB generates 10TB daily
- Twitter generates 7TB of data Daily
- IBM claims 90% of today's stored data was generated in just the last two years.



Social
interaction
has taken off

Information as
a business
differentiator



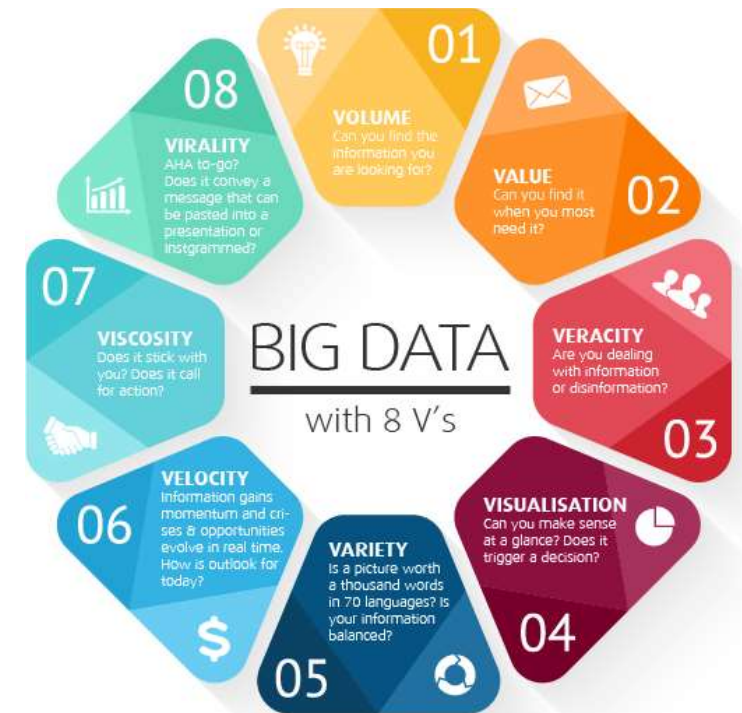
Enables
perpetual
connectivity

Any data, any
time, any
where on any
device

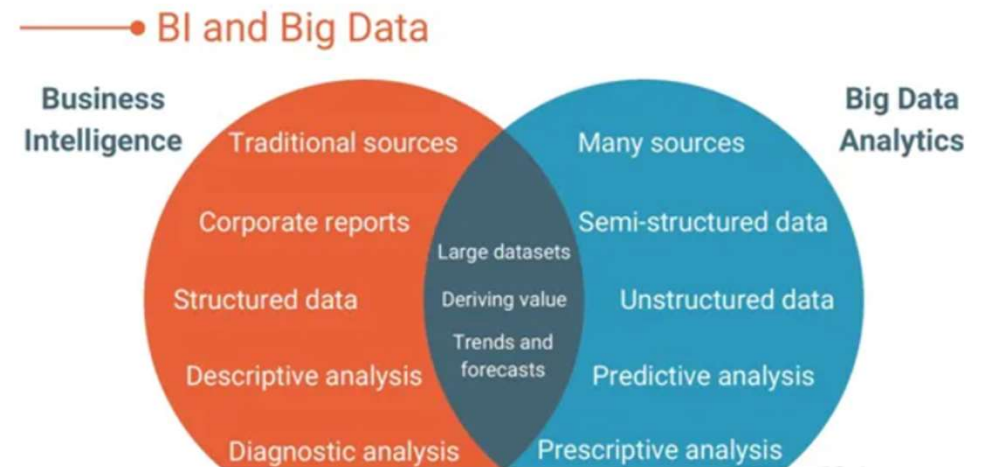
Gartner's Nexus of Forces

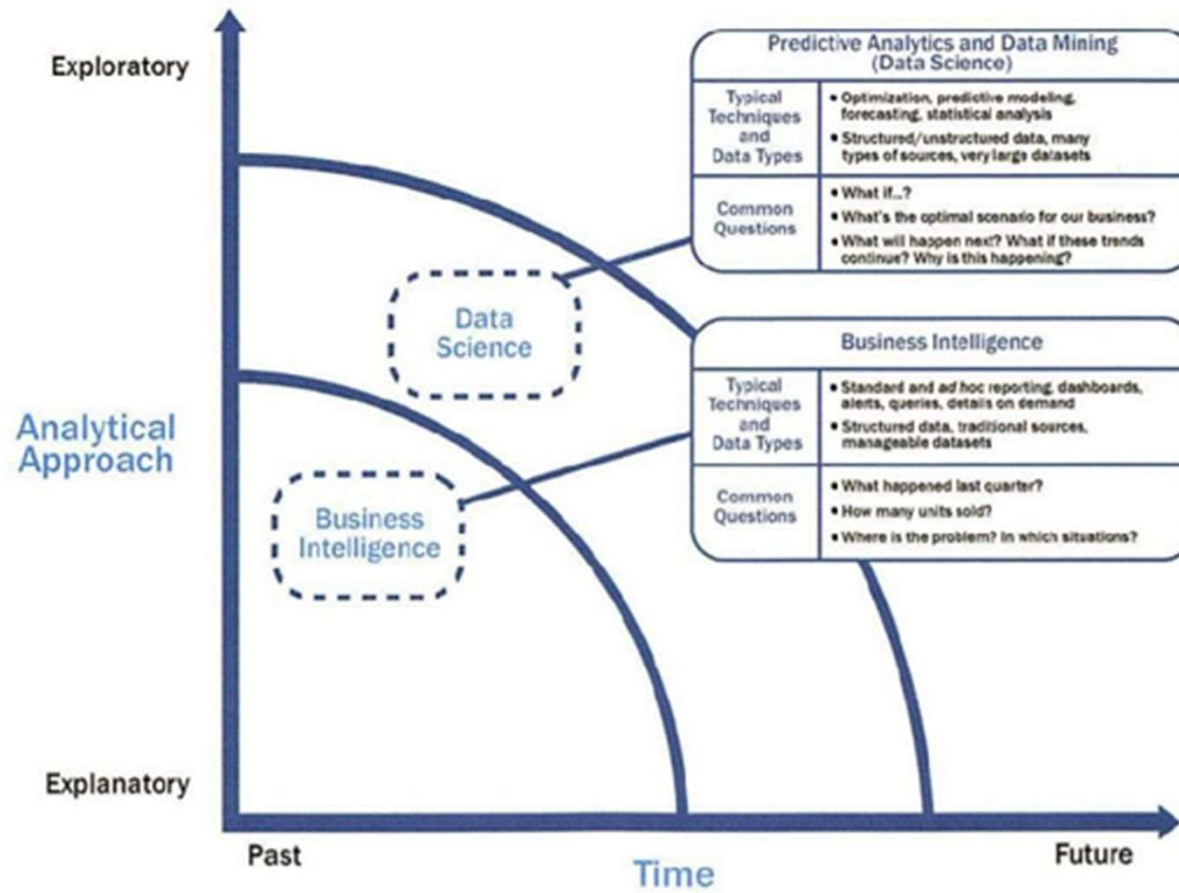
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Other characteristics

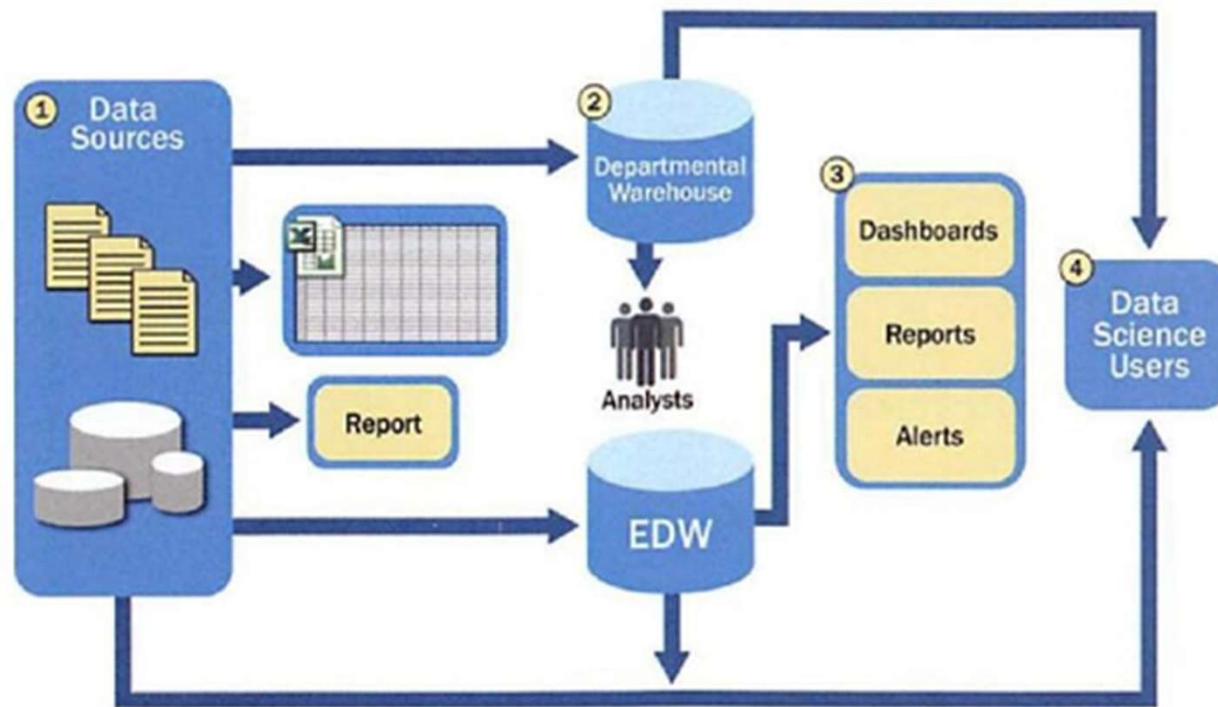


Traditional Business Intelligence versus Big Data





Typical Architecture



Drivers for Big Data





TEXT BOOKS

Seema Acharya, Subhashini Chellappan, “Big Data and Analytics”, Wiley Publications, First Edition, 2015

REFERENCES

1. Judith Huruwitz, Alan Nugent, Fern Halper, Marcia Kaufman, “Big data for dummies”, John Wiley & Sons, Inc. (2013)
2. Tom White, “Hadoop The Definitive Guide”, O’Reilly Publications, Fourth Edition, 2015
3. Dirk Deroos, Paul C.Zikopoulos, Roman B.Melnky, Bruce Brown, Rafael Coss, “Hadoop For Dummies”, Wiley Publications, 2014
4. Robert D.Schneider, “Hadoop For Dummies”, John Wiley & Sons, Inc. (2012)
5. Paul Zikopoulos, “Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data, McGraw Hill, 2012

