



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35.

An Autonomous Institution

COURSE NAME : DATA ANALYTICS

II YEAR/ IV SEMESTER

UNIT – I INTRODUCTION

Topic: *Tools & Applications*

Dr.K.Sangeetha

HoD

Department of Computer Science and Engineering



10 Best Big Data Analytics Tools



- Tableau
- Cloudera
- Teradata
- R Programming
- Spark
- Lumify
- Talend
- Microsoft HDInsight
- Skytree
- Pentaho



Leaflet 

 Google Cloud Platform

 **hadoop**

 amazon web services | **EC2**

 **R Studio**

 Microsoft Excel 2013




CSS


 rCharts

 SQLite

 HIVE

 Hortonworks **Spark** 





 STORM

HTML


 **hadoop MapReduce**

APACHE
HBASE



 **cassandra**

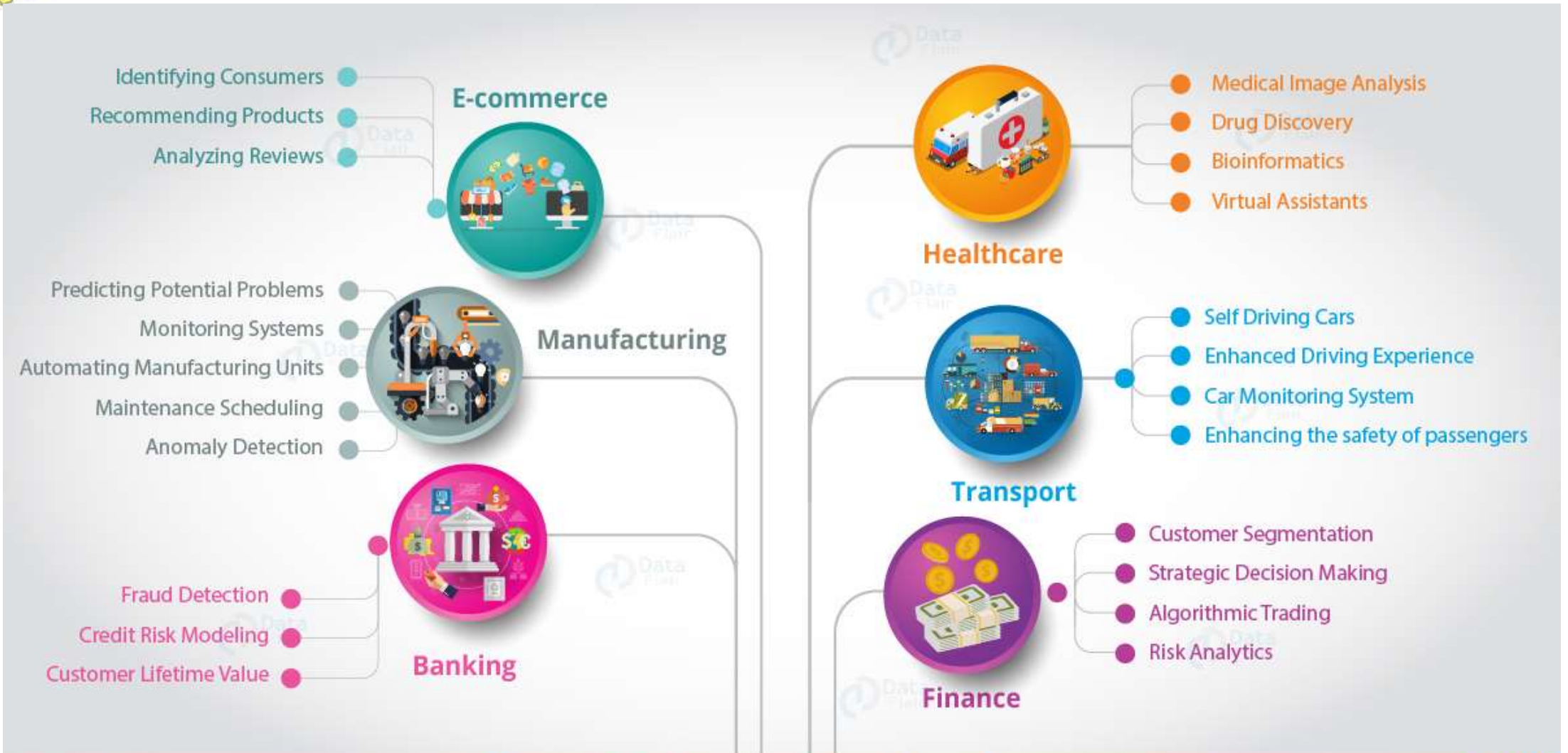
 MySQL

cloudera



 mongoDB

 **mahout**



Data Science Applications



Big Data Application examples in different Industries:

Retail/Consumer

- ❖ Merchandizing and market basket analysis
- ❖ Campaign management and customer loyalty programs
- ❖ Supply-chain management and analytics
- ❖ Event- and behavior-based targeting
- ❖ Market and consumer segmentations

Finances & Frauds Services

- ❖ Compliance and regulatory reporting
- ❖ Risk analysis and management
- ❖ Fraud detection and security analytics
- ❖ Credit risk, scoring and analysis
- ❖ High speed arbitrage trading
- ❖ Trade surveillance
- ❖ Abnormal trading pattern analysis

Web and Digital media

- ❖ Large-scale clickstream analytics
- ❖ Ad targeting, analysis, forecasting and optimization
- ❖ Abuse and click-fraud prevention
- ❖ Social graph analysis and profile segmentation
- ❖ Campaign management and loyalty programs

Health & Life Sciences

- ❖ Clinical trials data analysis
- ❖ Disease pattern analysis
- ❖ Campaign and sales program optimization
- ❖ Patient care quality and program analysis
- ❖ Medical device and pharmacy supply-chain management
- ❖ Drug discovery and development analysis

Telecommunications

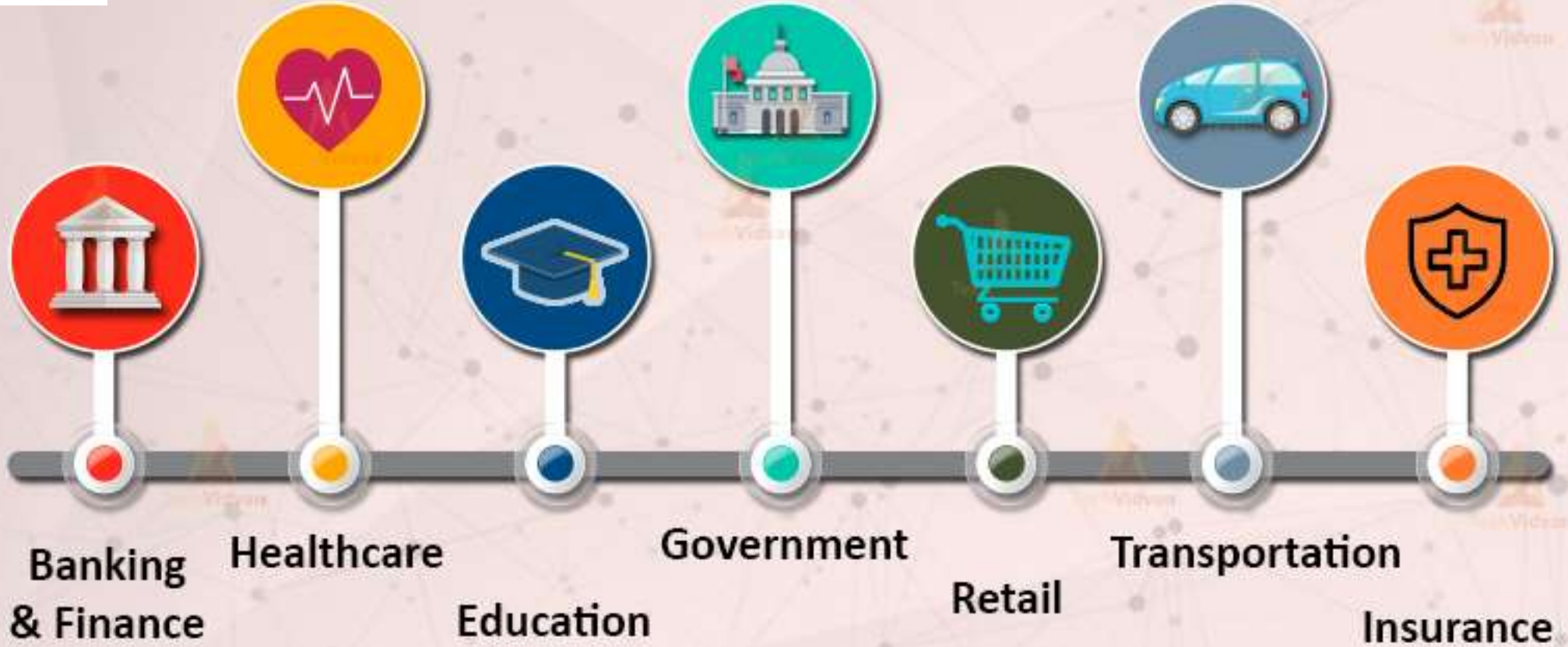
- ❖ Revenue assurance and price optimization
- ❖ Customer churn prevention
- ❖ Campaign management and customer loyalty
- ❖ Call detail record (CDR) analysis
- ❖ Network performance and optimization
- ❖ Mobile user location analysis

Ecommerce & customer service

- ❖ Cross-channel analytics
- ❖ Event analytics
- ❖ Recommendation engines using predictive analytics
- ❖ Right offer at the right time
- ❖ Next best offer or next best action



Big Data Applications in Different Sectors





References

- [Joao Moreira](#), [Andre Carvalho](#), [Tomás Horvath](#) – “A General Introduction to Data Analytics” Wiley -2018
- Dean J, —Big Data, Data Mining and Machine learning, Wiley publications, 2014.
- Provost F and Fawcett T, —Data Science for Business, O‘Reilly Media Inc, 2013.
- Janert PK, —Data Analysis with Open Source Tools, O‘Reilly Media Inc, 2011.
- Weiss SM, Indurkha N and Zhang T, —Fundamentals of Predictive Text Mining, Springer-Verlag London Limited, 2010.
- Marz N and Warren J,- Big Data, Manning Publications,2015
- Runkler T A, - Data Analytics: Models and Algorithms for Intelligent data analysis, Springer, 2012

<https://www.edureka.co/blog/data-science-vs-big-data-vs-data-analytics/>

