

Seminar on “BIG DATA ANALYTICS “

Date : 4th Dec, 2019

Resource Person : Dr.Jayaraman, Director, International School of Business & Media, Bangalore.

Description of the Programme

The Resource Person spoke on the Big Data Analytics and said that it is often complex process of examining large and varied data sets, or big data, to uncover information - such as hidden patterns, unknown correlations, market trends and customer preferences - that can help organizations make informed business decisions. He said that Although big data doesn't equate to any specific volume of data, big data deployments often involve terabytes (TB), petabytes (PB) and even exabytes (EB) of data captured over time.

He explained about different types of analysis like Comparative Analysis, Social Media Listening, Marketing Analysis, Customer Satisfaction, etc.

Information Security and its services in Information Technology Industry. He specified the client duties to strengthen their key business processes by identifying the critical issues and implementing innovative solutions. He strongly emphasized that the quality of workforce drives the success of any initiative in solving any issue in the present-day world. He concluded that Companies use the big data accumulated in their systems to improve operations, provide better customer service, create personalized marketing campaigns based on specific customer preferences and ultimately, increase profitability.

Presentation by Dr. Jayaraman

