



# SNS College of Technology

Coimbatore - 35



**19BAZ652 – ANALYTICS FOR EVERYONE**

**Unit I**

**Presented by**

**Dr.P.Krishnaveni**  
*Design Thinker*



## Recap....

- Sources of Data
- Why it is important?
- Data Types
- Data form
- Sources of Big data





# TOPIC...???



Case



Study

...???



# Case Study...

# Google





# Time for Assessment





## True or False...

- The business idea is to provide a free data search service, and in the turning, collects clicks based on the interests of billions of users.



True





# Case Study

amazon





# Time for Assessment







## True or False...

- Amazon needs to bring cloud computing to sustain in the business



False:  
Amazon  
has  
become the  
largest  
provider in  
the world of  
cloud  
computing





# Summary

- Google Case
- Amazon
- Analytics Value Escalator

SUMMARY





# References...

- <https://docs.aws.amazon.com/whitepapers/latest/aws-overview/analytics.html>  
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Thank You .....