



# GUJARAT TECHNOLOGICAL UNIVERSITY

(Established Under Gujarat Act. No.:20 of 2007)

Date: 21-11-2016

## CIRCULAR

Interested faculty members and students may register for the following webinar which is going to be held on Wed, Nov 23, 2016 3:30 PM - 4:30 PM IST.

**Virtual Academy: Big Data Analytics; Ram Mohan Rao**

**Wed, Nov 23, 2016 3:30 PM - 4:30 PM IST**

**Registration URL: <https://attendee.gotowebinar.com/register/6523654654456990465>**

### Description:

Software companies delivering software solutions to their clients is a history now. No one is interested in technology solutions, rather people want business solutions which can help in managing and improving a their businesses which is possible with systematic management of data and analysing data to gain useful insights which contribute to important business decisions. However management of data is always a great challenge despite it offers useful insights. Indeed, we are dealing with a lot of complexity when it comes to data. Some data is structured and stored in a traditional relational database, while other data, including documents, customer service records, and even pictures and videos, is unstructured.

Companies also have to consider new sources of data generated by machines such as sensors. Other new information sources are human generated, such as data from social media and the click-stream data generated from website interactions. In addition, the availability and adoption of newer, more powerful mobile devices, coupled with ubiquitous access to global networks will drive the creation of new sources for data. This kind of huge data from different source is generally referred as BIG DATA. Analyzing such huge amounts of data in gaining useful insights is a tough task.

However BIG DATA is having a very big impact on the society in terms of its wide range of application. Every organization is analyzing data to understand their customers and improve services and gain competitive advantage. We can use big data to anticipate and solve business problems and react to opportunities. With big data analyze data patterns to change everything, from the way you manage cities, prevent failures, conduct experiments, manage traffic, improve customer satisfaction, or enhance product quality, just to name a few examples.

### Presenter:

Prof. Ram Mohan Rao  
CSE Department , MLR Institute of Technology  
Hyderabad

Sd/-  
Registrar (I/c)