



# SNS College of Technology

Coimbatore - 35



**19BAZ652 – ANALYTICS FOR EVERYONE**

**Unit I: INTRODUCTION TO AZUREML**



**Presented by**

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<b>UNIT-I</b>	<b>INTRODUCTION TO AZUREML</b>	<b>9</b>
Sources of Data- Analytics Value Escalator- Story of a company-Getting Started with Azureml.		
<b>UNIT-II</b>	<b>EXTRACT LOAD AND TRANSFORM</b>	<b>9</b>
Introduction to Extract, Load and Transform- Generating Value from multiple sources of Data- Database and SQL- SQL Joins- Other ELT Tasks		
<b>UNIT-III</b>	<b>DESCRIPTIVE ANALYTICS</b>	<b>9</b>
Descriptive analytics Introduction- Application in World trade Data - Describing single quantity- Credit Card Data set-Describing a Single quantity in Azureml- Describing Two quantities in Azureml.		
<b>UNIT-IV</b>	<b>PREDICTIVE ANALYTICS – I</b>	<b>9</b>
Forecasting, Time Series Analysis - Additive & Multiplicative models - Exponential smoothing techniques.		
<b>UNIT-V</b>	<b>PREDICTIVE ANALYTICS – II</b>	<b>9</b>
Forecasting Accuracy - Auto-regressive and Moving average models - Demo using SPSS.		



# TOPIC...???



...???



# WHY IT IS IMPORTANT...???



Business Settings



Management settings



**Primary**



**Secondary  
Data**



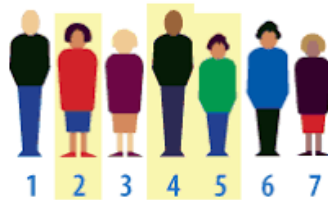
**Data Types**





# Primary Data Vs Secondary Data...

## Reliability & Random Sample...



Assign Numbers,  
Auto-Generate Random  
Selections





## Other sources of Data

- Facebook
- Twitter
- You tube
- Instagram etc

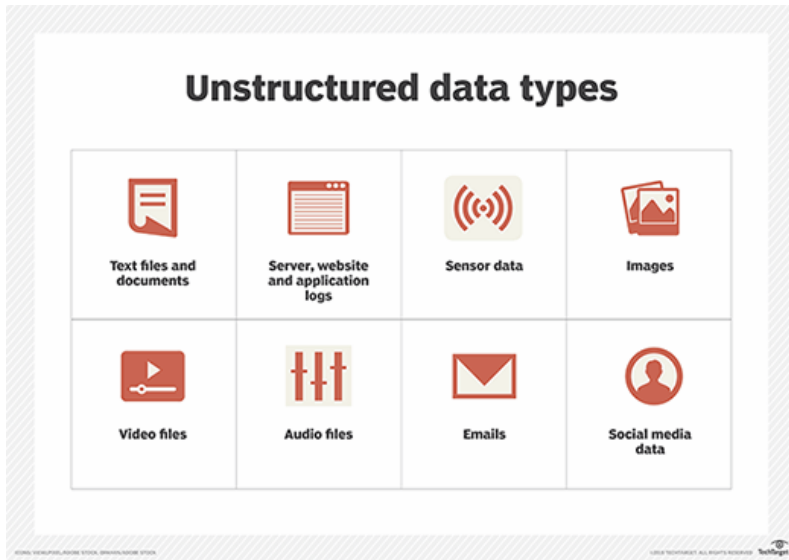




# Data Form



- Text
- Audio
- Video
- Multimedia
- Hashtags
- Links







- Lots of personal electronic devices collect lots of data. They collect location data activity data, proximity data, lots of data all the time. And these data can be extremely useful for a business





# Time for Assessment





## Match the following...

- Primary Data
- Forms
- Secondary Data
- Big Data
- Reliable
- Hastag
- Excel
- Internet of Things



Hastag

Internet of  
Things

Excel

Reliable





# Qualitative Vs Quantitative Data

Qualitative	Quantitative
Like	23,406
Easy	4.3
Awkward	2m32s
Slow	76.8%
Squirrel	\$45,849
Efficient	1,127
Ambiguous	3.76%
How	€12.75
Confusing	

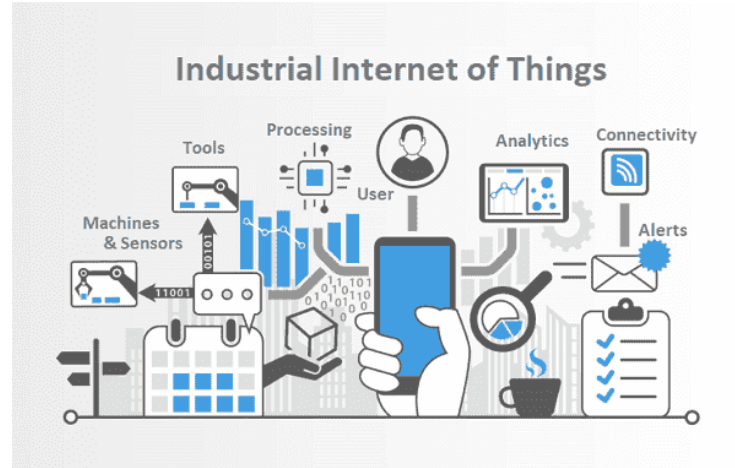




# Sources of Big Data



IOT





# Summary

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





# References...

- <https://www.toppr.com/guides/economics/collection-of-data/source-and-collection/>
- <https://medium.com/xnewdata/google-big-data-success-case-949e1b99e678>



Thank You .....