



# SNS College of Technology



Coimbatore - 35

19BAZ652 – ANALYTICS FOR EVERYONE

Unit II

Presented by

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ni  
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1<sup>st</sup> India  
Institut  
to Implement Design  
Thinking  
Curriculum

Redesigning Common  
Mind and  
Business Towards

# Recap....

- How to generate Value from different sources?
- Value generated by ecommerce company



# Guess your Topic



Case Study



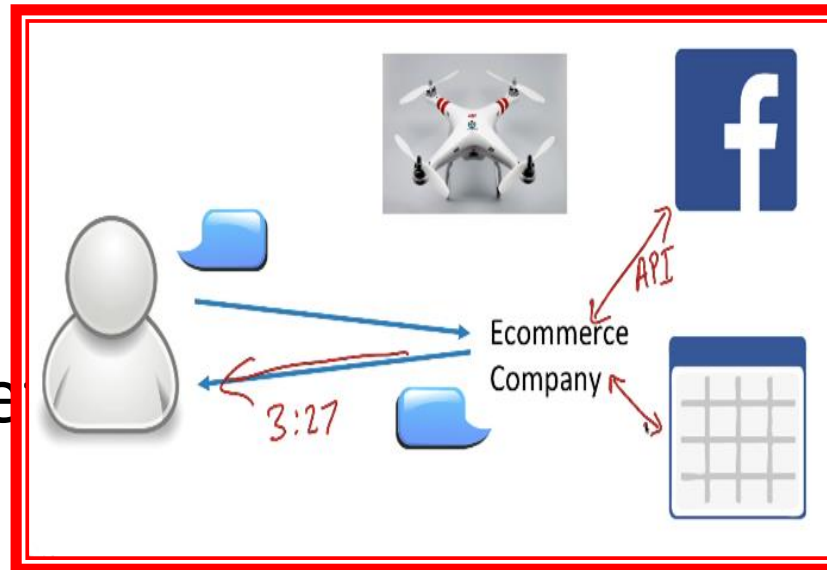
E- Commerce





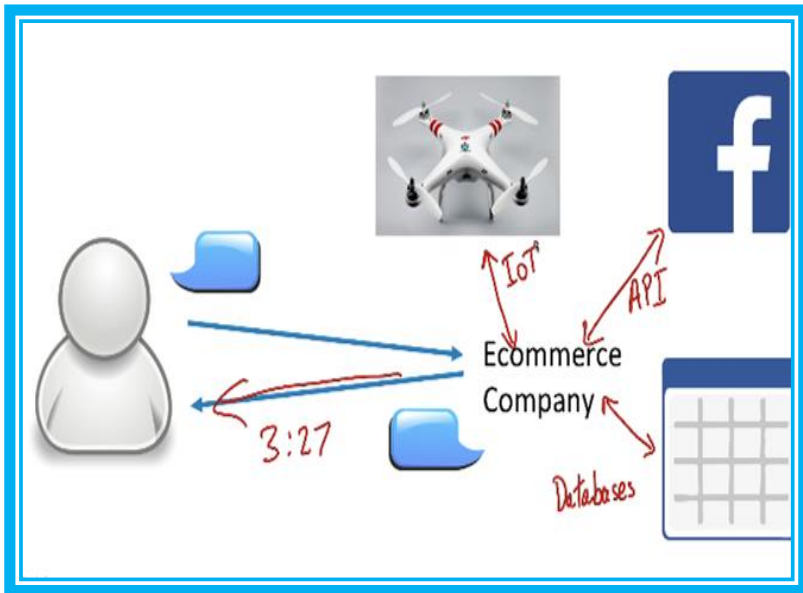
# Sources of Data - API

- Facebook
- Twitter
- You tube
- Instagram e

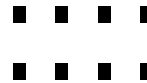




# Data Source- IoT



- API
- Databases
- IoT





# API.....

## Application Programming Interface

API: Gateway to let applications talk to each other.

Standardized digital framework to let information flow back-and-forth between two digital nodes.

- Extremely easy to use
- Completely automated
- Very robust





# Samples.....

Who has APIs?

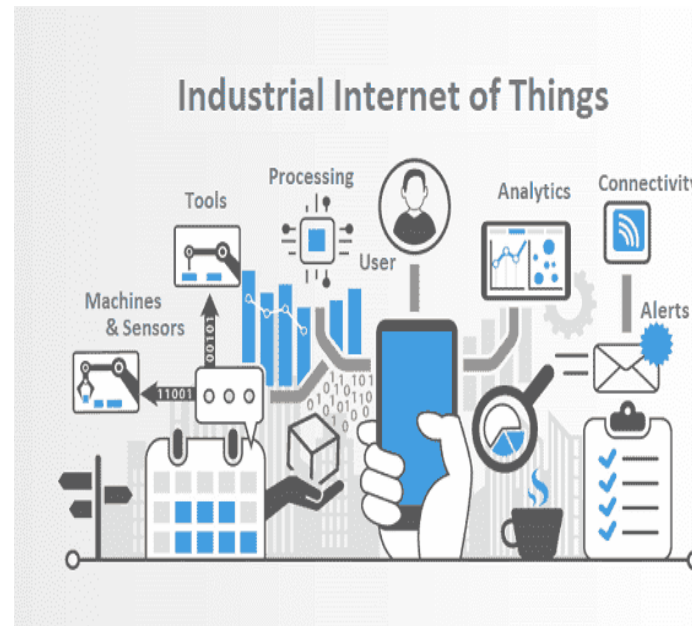




# Sources of Big Data



IOT







# Time for Assessment....

- Social Media data are sources of Big Data (True/False)
- Industrial Internet of things is different from Internet of things





# Summary

- Sources of Data
- API
- Examples

SUMMARY



# References....

- <http://www.hadoopadmin.co.in/sources-of-bigdata/>
- <https://www.youtube.com/watch?v=JzWlBvRv2ZQ>

