

A Guest Lecturer on BIG DATA ANALYTICS AND ITS APPLICATIONS

The UG department of computer science & Applications organized a guest lecture on 16th AUGUST 2018 on “Big Data Analytics and its Applications“ Dr.C.Nagaraju Prof. and HOD in CSE in Yogi Vemana University , Y.S.R College of Engineering for the final year students of BCA. He started his lecture by demonstrating Big Data Analytics and its Application.

Big Data contains a large amount of data that is not being processed by traditional data storage or the processing unit. It is used by many **multinational companies** to **process** the data and business of many **organizations**. The data flow would exceed **150 exabytes** per day before replication.

There are five v's of Big Data that explains the characteristics.

5 V's of Big Data

- **Volume**
- **Veracity**
- **Variety**
- **Value**
- **Velocity**



Dr.C.Nagaraju

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