

# BUSINESS ANALYTICS LINKED TO LOCAL ENTREPRISE KNOWLEDGE USING BIG DATA METHODS

SRIDHAR REDDY SURUKANTI<sup>1</sup>

Dr SUNKE SRINIVAS<sup>2</sup>

Dr.Narasimha Chary Ch<sup>3</sup>

<sup>1</sup>Assistant Professor, Dept of CSE, Kasireddy Narayana Reddy college of engineering and Research, T.S, India

<sup>2</sup> Associate professor, Dept of CSE, Holy Mary institute of technology and science

<sup>3</sup>Associate professor, Dept of CSE, Sri indu college of Engineering and technology (Autonomous)  
Rangareddy District-501510

## Abstract

Any managerial development program's ability to succeed is primarily determined by the approach used. While selecting a specific approach, the program's goals should be kept in mind. Only an appropriate combination of strategies may provide results; no single technique may prove to be sufficient. Business data is massive and only getting bigger in this big data era. It's rapid, fragmented, unstructured, and complex. To find a solution, take persistent big data issues and use innovative methods for data management analytics to transform them into fantastic opportunities for business organizations. Hadoop and a data warehouse work well for different kinds of workloads.

**Key words:** Sandbox, hybrid method, high performance analytics (HPA), structured data, and ubiquity.

## I. Introduction

A lot of organizations usually begin their Hadoop deployment on a much smaller scale. The most important hadoop [1] strategy is the increasing desire to extract as much corporate value and insight as possible from untapped data repositories. In order to fully utilize Hadoop in conjunction with a corporate data warehouse, they must take the initiative. The ideal strategy would be to employ both in a complementary manner. They would maintain their data warehouse [2] and implement Hadoop alongside it. Structures and carefully selected data should be found in enterprise data warehouses, whereas hadoop should act as a testing ground for novel data kinds such as weblogs, texts, emails, and machine data. These new data types can provide users with fresh perspectives when paired with more established data kinds from the enterprise data warehouse. This enables the enterprise data warehouse to concentrate on the information that business users find most valuable. With the use of this hybrid technique, a business analyst might uncover some crucial strategic insights. This would encourage the analyst to learn more and become more adept at making decisions.

## II. High performance analytics (HPA)

A critical [3] evaluation is required to guarantee that the company makes the right choices. In the end, that study might produce a variety of justifications or reasons that support strategies such as map reduce and other tactical approaches with EDW [4] adaptability. Under the technological category, the primary goal of acquiring EDW analytical methodologies with Hadoop is to complement the existing business practices and is driven by the demand for new information technology. Information technology [13] expenditures that are primarily made to reduce costs and increase efficiency fall under this category as well. The specific technological drivers may include the need for a Clean slate approach to achieve improved software systems to deal with the need for a common technology platform and increased standardization [12] in technologies used throughout the organization, as well as the desire to outsource software development and maintenance when vendor support for the current software system [5] has ended.

## III. Data integration and architecture

In order to provide a single, cohesive representation of the data, data integration entails merging information from multiple unrelated

sources that are stored using different technologies. Big data specialists clarify that businesses were able to attain remarkable outcomes by combining Hadoop big data initiatives [11] with "small data" projects.

#### **IV. Globalization**

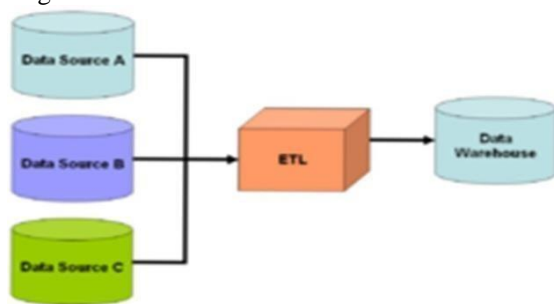
There are situations when the enterprise's current information technology can act as a barrier to essential and strategically significant change. In this instance, acquiring new information technology, such as Hadoop with enterprise data warehouse [8], is done more than only cut expenses; it also helps to transform the way business is conducted, which enhances effectiveness or gives an advantage over competitors. Adopting Hadoop and an enterprise data warehouse combined for specific business reasons may be desirable in order to transition to a standardized information technology and organizational plan in order to handle mergers, acquisitions, or globalization. A demand for greater flexibility and agility in business operations, a desire to implement new business models and best practices, business process reengineering, visibility and customers, suppliers and other business partners.

#### **V. Data lake**

A lake [6] of data until it is accessed; a large volume of raw or refined data in native format is stored in a storage repository called Hadoop- oriented object storage. In this scenario, an organization's data is loaded into the Hadoop platform, where it is subsequently subjected to business analytics [7] and data-mining tools. Nevertheless, depending on the requirements and objectives of the company, the data lakes can also be utilized successfully without integrating Hadoop. These days, any big data pool where the schema [10] and data are queried is referred to as a "data lake."

#### **VI. Data Integration and architecture.**

Data integration involves combining data from several adisperte sources [9], which are stored using various unified view of data.



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