



UNIT I

Introduction to Big Data

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Big Data Implementation in the Fast-Food Industry

- At today's age, fast food is the most popular food choice all around the world. Young people are choosing fast food over traditional locally made food to save time. Another benefit of having fast food is the option of taking food while you are on the go. There are many popular fast-food companies like McDonald's, KFC, Pizzahut and so on. These companies are the leader in this industry and taking help from big data to remain at the top.

APPLICATIONS OF BIG DATA

- Using a populated database containing demographic, interest, and behavior, fast food companies try to bring changes in the food menu.
- Predict the number of food lovers at the specific time of the day so that they can take preparation according to the demand.
- They have all the information about their customer, which help to design the marketing strategy and follow trends.
- When the queue is long, the data science applications automatically shows only the foods that can be prepared within a short time.
- Can evaluate the performance of a branch and fix the locations where the new offices should be opened to increase profit.

Big Data in Banking Sector

- We keep our valuable properties in the bank for ensuring security. But a bank has to go through a lot of strategies to keep your wealth safe and well maintained. In each bank, big data is being used for many years. From cash collection to financial management, big data is making banks more efficient in every sector. Big data applications in the banking sector have lessened customer's hassle and generated revenue for the banks.

APPLICATIONS OF BIG DATA

- Using clustering techniques banks can take important decisions. It can identify the new branch locations where the demand is high.
- Association rule is applied in banking sectors to predict the amount of cash needed to be present in a branch at the specific time of every year.
- Banking platforms are digital now, and all operations can be done from home, which is a blessing of data science.
- Machine learning and AI are being used by many banks to detect fraudulent activities and report to the related personnel.
- Data science has made it easy to handle, store and analyze this massive amount of data and ensure its security as well for the banks.

- **Big Data in Casino Business**
- Casino Business is profitable once you start operations with proper and eye-catching establishments. It is essential to focus on the decoration and interior design to attract the people, primarily the gamblers. But the most crucial thing is maximizing profit where big data can play the most critical role. Casinos have started applying big data in many countries and experienced massive revenue over the years.

APPLICATIONS OF BIG DATA

- Big data applications can quickly identify the most popular games, and casinos can increase the number of similar machines to engage more customers.
- Every casino has some glittering establishments which are set up using the big data. Big data helps to identify places where people love to pass most of the time.
- Using data science, you can engage people and motivate them to come again and again. So you will earn a profit over the years.
- When you give more money to the customers than what you earn, you will have to shut your casino business down within a month. Big data ensures your profit.
- If any games are not popular Big data applications will automatically detect these games and help you to evaluate their performance.

- **Big Data in Restaurants**

- The restaurant industry is focusing on using data-centric applications more and more to establish a place in the existing market. If we consider the restaurant business industry, we can see a lot of competition and struggle that a restaurant has to face to be there in the market. If you are a restaurant owner, you must introduce data science applications into your business processes to increase efficiency and productivity. Sustaining innovation can also play an important role.

APPLICATIONS OF BIG DATA

- Collects essential data from customers as a part of the operation and stored into a database to find new possibilities and identify opportunities.
- Evaluate data to predict customer behavior along with their food taste and demand as well.
- Identify companion products like if someone buys chicken, he/she is more likely to buy Pepsi also.
- Data mining is used to find hidden patterns and similarities that help the restaurants to determine their potential customers.
- Image processing and Machine learning identify the most wanted place in restaurants. Restaurant owners then can highlight the area for marketing purpose.
- Besides, data science applications like smart inventory or stock management system are making life easier for the managers to keep track of the resources.

- **Big Data in Media & Entertainment**
- Media companies and entertainment sectors need to drive digital transformation to distribute their products and contents as fast as possible at the present market. The availability of searching and accessing any content anywhere with any device becomes a widespread practice. It can even help to figure out the views or likes of an artist to measure the popularity in the digital media sector.

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APPLICATIONS OF BIG DATA

- Helps to gather the information and demands of the individual.
- Identifying the device and the most effective time to view data for analysis afterward.
- Can be used to identify the reason behind subscribing and unsubscribing a content and . the interest in particular content.
- Big data applications help to set the ad target group for media companies.
- Can generate additional new features analyzing public demand.
- Even an artist can choose the placement where he wants to promote his performance.
- Depending on the popularity he/she can choose the devices, screen size and also OS to place his song or video.

References

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The logo of Galgotias University is a stylized 'G' composed of three overlapping, curved shapes in shades of yellow, blue, and pink. Below the logo, the text 'GALGOTIAS UNIVERSITY' is written in a large, light grey, serif font, with 'GALGOTIAS' on the top line and 'UNIVERSITY' on the bottom line.

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Thank You