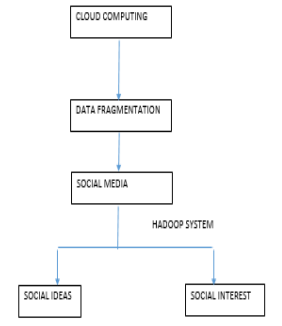


BIG DATA ON CLOUD SOCIAL BEHAVIOUR OF PEOPLE ON SOCIAL MEDIA SITES

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BACKGROUND

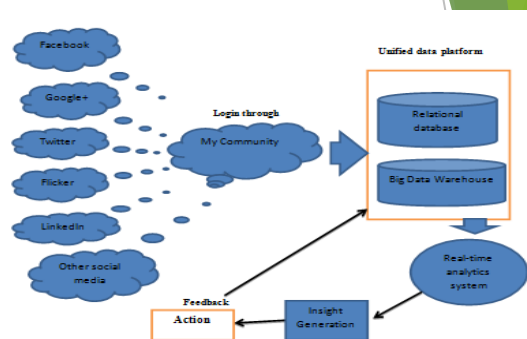
- CLOUD COMPUTING
- CHALLENGES - DATA FRAGMENTATION
- SOCIAL MEDIA
- SOLUTION - HADOOP SYSTEM



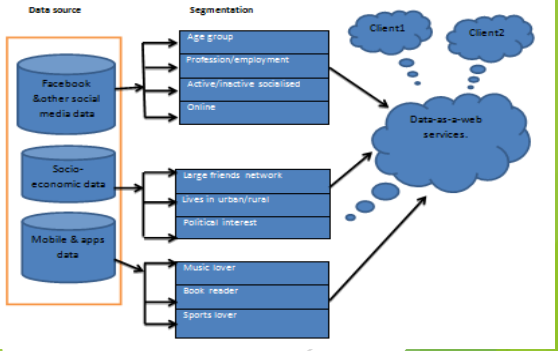
PROBLEM STATEMENT

- ▶ TO DETERMINE THE BEHAVIOUR OF PEOPLE THAT HELPS RETAIL INDUSTRY TO PREDICT WHAT KIND OF PRODUCT CAN BE SOLD TO PEOPLE.
- ▶ TO MANIPULATE THE DATA GENERATING ON SOCIAL MEDIA SITE AT 3V.
- ▶ SEGREGATIONS OF BUSINESS VALUE DATA FROM BIG DATA.

SOLUTION STRATEGY

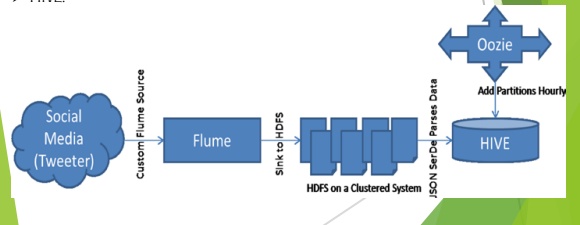


SEGMENTATION OF BIG DATA FROM SOCIAL MEDIA SITES:-

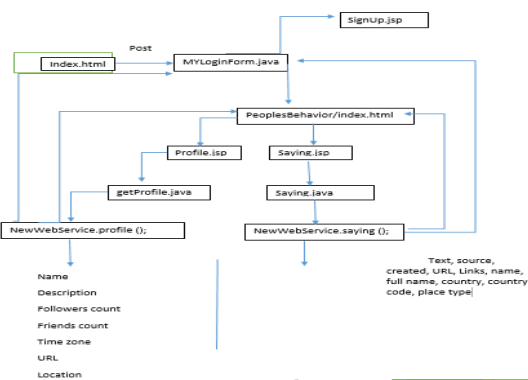


USING HADOOP SYSTEM

- HDFS (HADOOP DATA FILES SYSTEM)
- APACHE FLUME – DATA INGESTION UTILITY
- API STREAMING (TWITTER)
- ENDPOINT
- APACHE OOZE - LOADS THE DATA INTO HIVE
- HIVE.



APPLICATION ARCHITECTURE



DEVELOPMENT ENVIRONMENT

➤ **TOOLS USED FOR DEVELOPMENT**

- IDE:- NET BEANS IDE 7.3.1
- WEBSERVER-GLASS FISH SERVER 4.0

➤ **DEVELOPMENT LANGUAGE**

- J2EE

➤ **DEVELOPMENT OS**

- WINDOWS 8

FUTURE SCOPE

- ▶ LINKING CLOUD INFORMATION TO SMART DUST - “a tiny micro electromechanical sensor which is a bundle of source of energy.”

