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5ᵀᴴ World Machine Learning and Deep Learning Congress
and
World Congress on
Computer Science, Machine Learning and Big Data

August 30-31, 2018   Dubai, UAE

Implications of big data analytics: Case study in UAE

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Organizations collect huge amount of data from many sources, social media is one such platform which results in collection of humongous data which should be used for business intelligence purposes. The exploration means to basically assess role of big data in business intelligence. Moreover, research analyses the factors and challenges faced while implicating big data in business intelligence. As this is an exploratory research, data collection and analysis is done by qualitative approach. Semi structured questionnaire will be developed and approximately 12 interviews might be conducted with senior management, business managers and IT professionals from retail and service industry. Data will be analyzed by content analysis techniques. The study will help in understanding the role of big data analytics and have significant impact on processes and strategies to optimize the benefits for generating business value.

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