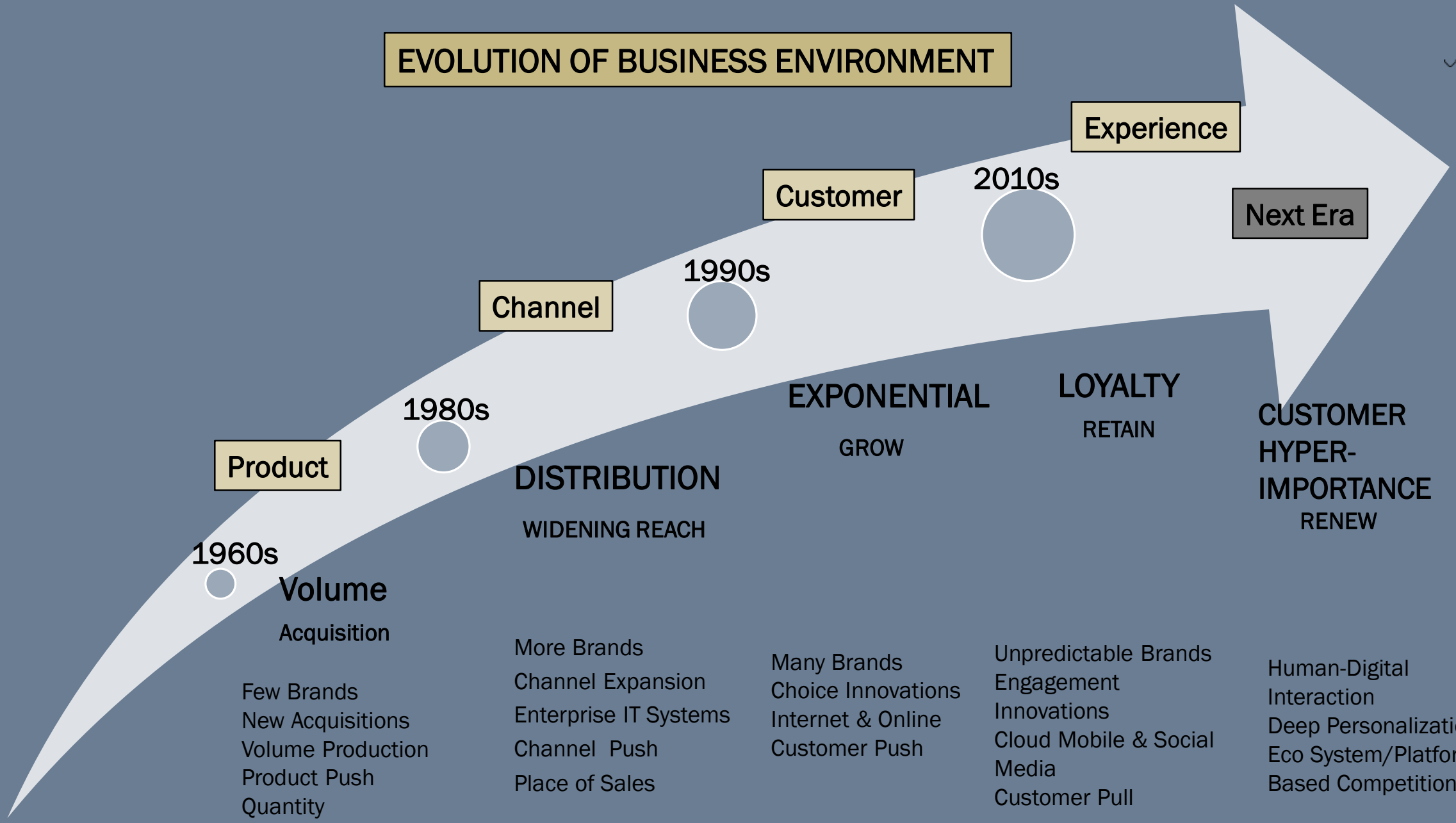
Data Analytics – Introduction

VRIKSH

EVOLUTION OF BUSINESS ENVIRONMENT



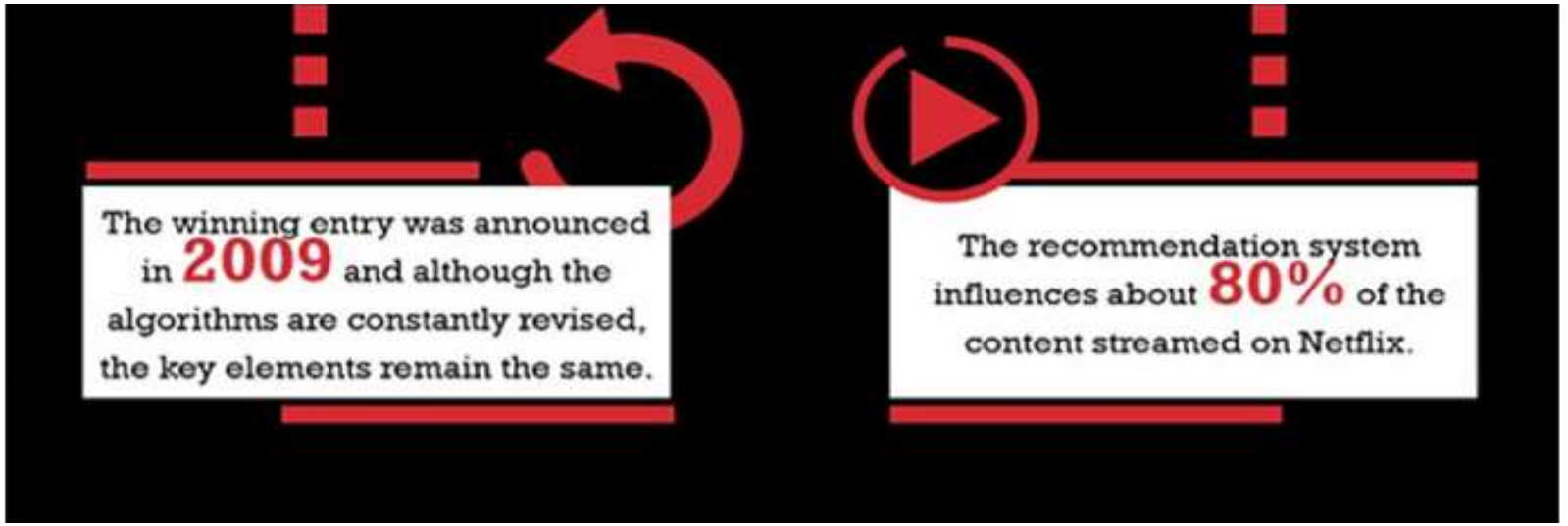
NETFLIX

Business problem

Netflix initially started as a DVD rental service in 1998. It mostly relied on a third party postal services to deliver its DVDs to the users. This resulted in heavy losses which they soon mitigated with the introduction of their online streaming service in 2007.

100 million subscribers

Business Solution How Netflix uses BIG DATA?



- ✓ The company collects huge data, which is the key to achieving the industry status Netflix boosts. This data is used to give them insights on what interests the subscriber most
- ✓ One of such algorithms is the recommendation system that is used by Netflix to provide suggestions of various cinematographic products to the users.

How amazon uses ANALYTICS to shake up the supermarket industry and drives innovation?

Uses existing customer trends

Amazon growing grocery biz, says India head

11 Dec, 2019, 01:58AM IST

Amazon plans to achieve its goal through a combination of formats including Amazon Fresh and Amazon Pantry and delivery of daily items from brick-andmortar outlets of partner retailers More, Future Group. The long-term goal for Amazon is to turn India into the largest overseas subsidiary for the Seattle-based company.

- ✓ Amazon Fresh and Whole Foods is a perfect example of how big data can help improve innovation and product development.
- ✓ The data-driven logistics gives Amazon the required expertise to enable creation and achievement of greater value.
- ✓ Focusing on big data analytics, Amazon whole foods is able to understand how customers buy groceries and how suppliers interact with the grocer. This data gives insights whenever there is need to implement further changes.

Data is the new oil! Analytics is the combustion engine!

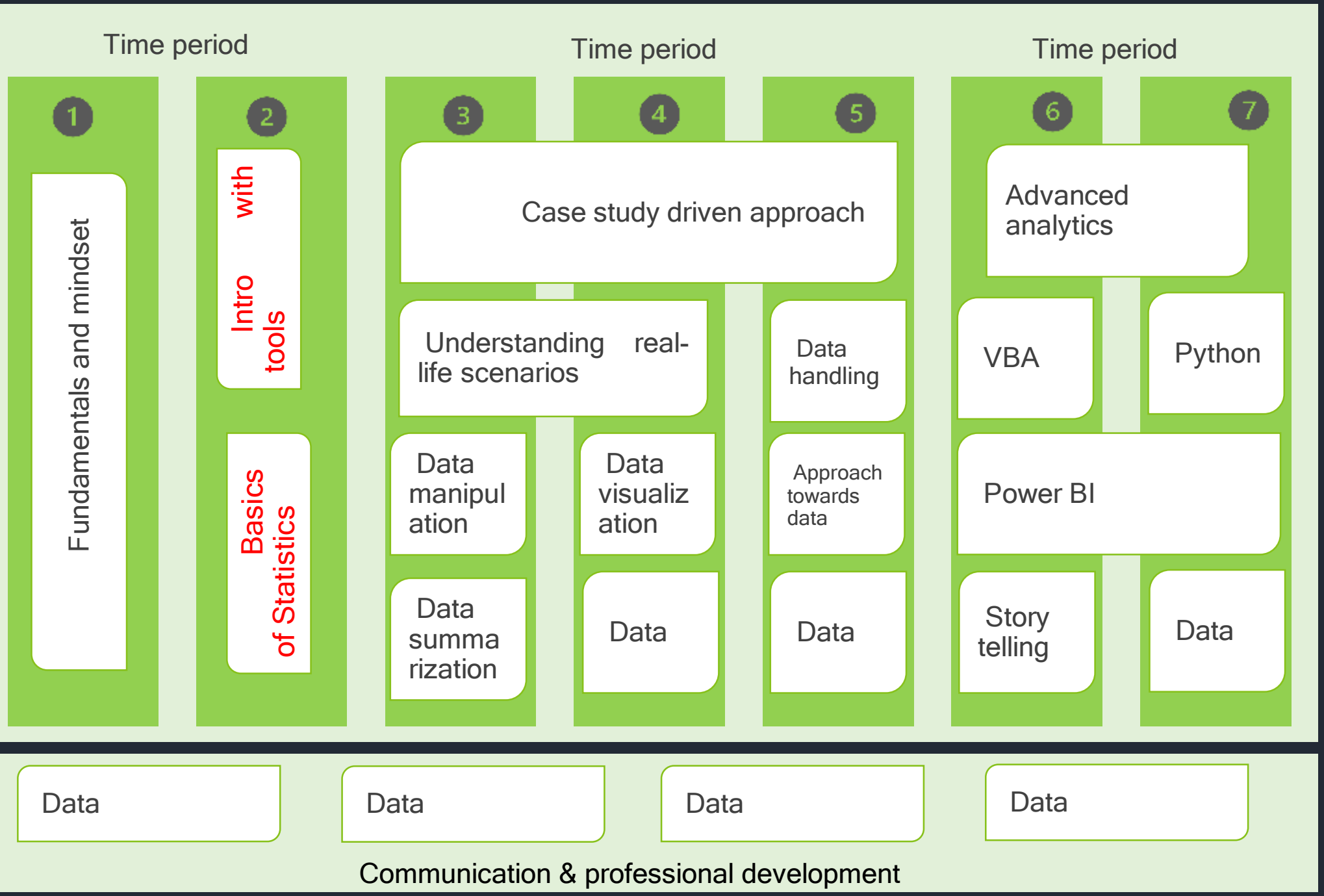
Predict customer trends and behaviours

Analyse, interpret and deliver data in meaningful ways

Increase business productivity

Drive effective decision-making

Course Structure



Course Takeaway

Intensive

Interactive

Immersive