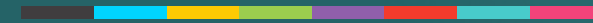


Ideata Analytics

Data | Analytics | Decisions

Big Data Analytics made easy



What Business Users are looking for?

CUSTOMER



Understand customer behavior,
Customer retention

MARKETING



Measure marketing
campaign performance, ROI

SALES



Optimize sales funnel,
Increase revenue, Deal Monitoring

COMPETITIVE ADVANTAGE



Metrics to gain
competitive advantages

HR



Employee satisfaction,
Engagement and recruiting

IT



Data warehouse modernization,
Total cost of ownership optimization

What IT teams are looking for?



70% Wants to blend data from 4+ datasources



80% Wants to spend less time in moving and preparing data



74% Wants to build insights faster

What is the solution?



Making it easy to **connect, combine and analyse data** from **private, web & premium datasources on a unified platform** to derive deeper and actionable insights

How we do it?

Connect

Connect different data sources using interactive wizard and establish smart relationship between them

Big data

- Hadoop**
Apache Hadoop is an open-source software framework written in Java for distributed storage and distributed processing of very large data sets on computer clusters built from commodity hardware.
- Cassandra**
Open source distributed database system that is designed for storing and managing large amounts of data across commodity servers.
- Mongo DB**
Mongo DB has rapidly grown to become a popular database for web applications and is a perfect fit for Node.js applications, letting you write Javascript for the client, backend and database layer.

File

- Delimited File**
A file which store two-dimensional arrays of data by separating the values in each row with specific delimiter characters.
- Log Files**
File that records the events which happen while an operating system or other software runs.
- Json**
JavaScript Object Notation, is an open standard format that uses human-readable text to transmit data objects consisting of attribute-value pairs.
- Excel Files**
File that records the events which happen while an operating system or other software runs.
- S3**
Amazon S3 (Simple Storage Service) is an online file storage web service offered by Amazon Web Services. Amazon S3 provides storage through web services interfaces (REST, SOAP, and BitTorrent).

Relational database management system

- My Sql**
MySQL is a relational database management system (RDBMS), and ships with no GUI tools to
- Oracle**
Relational database management system (RDBMS) produced and marketed by Oracle Corporation.
- Postgresql**
PostgreSQL is an object-relational database management system (ORDBMS) with an emphasis on
- MS SQL Server**
Microsoft SQL Server is a relational database management system developed by Microsoft.

Wrangle

Clean data using suggestive data wrangling interface for faster data exploration

PREVIEW DATA
EXPORT HISTORY

Date	RegistrationCode	StudentID	extract	StudentName	#	Advanced Analytics	Suggestions
	F5A18964-23DA-85F3-8CD3-D06E4BB2F1E1	Delhi-276545	Delhi	Ciara Deleon	65	Extract from StudentID between positions 0, 5	
	41429B47-A4BE-A0F6-57E2-BF0DAA4854FC	Chennai-204666	Chennai	Amery Newman	100		
	CED13466-73B7-7CF0-08EA-BE65C62A5C80	Kochi-435328	Kochi	Ria Medina	86	Extract from StudentID on 'Delhi'	
	5133D0ED-CD9E-9808-775C-D2CEDD6825F8	Kochi-184189	Kochi	Daryl Nguyen	84		
	AC7BF7B5-83A5-844F-9E3E-05D6141E4FDF	Kochi-463162	Kochi	Madison Gentry	63	Extract from StudentID on 'any word'	
	C5110465-8572-9E1B-1E52-77115EFC2B3	Kochi-440861	Kochi	Timothy Morin	94	Extract from StudentID before '-'	
	E21D5DA6-09CF-2943-5CA9-77A5C3B7AADF	Kochi-158496	Kochi	Todd Sampson	67		
	63CF0C73-283E-EC27-CA42-5ED0845B6151	Kochi-497147	Kochi	Brenden Gilmore	100	Extract from StudentID before '-' any number'	
	D7075C74-FB06-C541-74D9-3D1E3BD0A79E	Surat-361793	Surat	Allistair Petty	NA		
	C41518B7-17C6-027E-CEBE-6246E096C585	Kochi-203893	Kochi	Hillary Burris	61	Extract from StudentID before '-276545'	
	F1B43DD6-EA0D-7140-966A-E5E9361A657F	Kochi-421422	Kochi	Karen Baldwin	93		
	26C90F90-20BA-CF34-297D-C917F0531120	Kochi-308341	Kochi	John Jennings	94	Cut from StudentID between positions 0, 5	
	20210857-83C4-D8EE-DDE0-6CFFC2B7530D	Kochi-452770	Kochi	Upton Downs	80		
	063C23E4-5040-3A1F-B5C7-C3291CEC77A3	Kochi-366474	Kochi	Demetria Hensley	96	Cut from StudentID on 'any word'	
	EE672FAD-0CE6-011F-480C-B75707DCA5C1	Surat-370094	Surat	Barclay Hudson	NA		
	794F20DC-1E29-09FD-F51E-F8D4822DD62B	Kochi-472395	Kochi	Martena Cabrera	83	Cut from StudentID on 'Delhi'	
	1ED734C0-FF72-BA00-23B2-285B04EC58EC	Surat-443051	Surat	Kieran Cortez	95	Cut from StudentID before '-'	
	DFD1058F-BF8A-7B60-8E7F-B80EA551FDC6	Surat-100568	Surat	Barbara Young	63		
	EAE01B9E-8C17-977E-06BD-0A67AC0D72CB	Chennai-158626	Chennai	Hermione Callahan	94	Cut from StudentID before '-' any number'	
	58560E6D-B698-CB9D-7648-11335875806B	Kochi-110359	Kochi	Jonah Delacruz	60		
	409B85B9-F0DC-E039-1A73-E66893F8351E	Surat-416860	Surat	Wynter Chandler	68	Cut from StudentID before '-276545'	
	47AEAE00-555B-9413-774A-3C498A199B70	Kochi-236485	Kochi	Christopher Burke	64		
	4E359269-2862-A824-1C42-B06A036BB311	Kochi-252204	Kochi	Palmer Harding	83	Split StudentID between positions 0, 5	
	C2DD278C-FA2B-12EF-A512-5F2FFA023241	Surat-334321	Surat	Barry Forbes	100		
	8CDFED99-1D8B-600A-E6C3-830EDC6708D5	Kochi-141084	Kochi	Ursula Colon	99		
	B55F3505-1AB3-1E04-B6D5-A9F8FF535023	Surat-332116	Surat	Hall James	96		

BACK
FINISH

Predict

Perform predictions using built-in machine learning algorithms including clustering, recommendation, classification etc

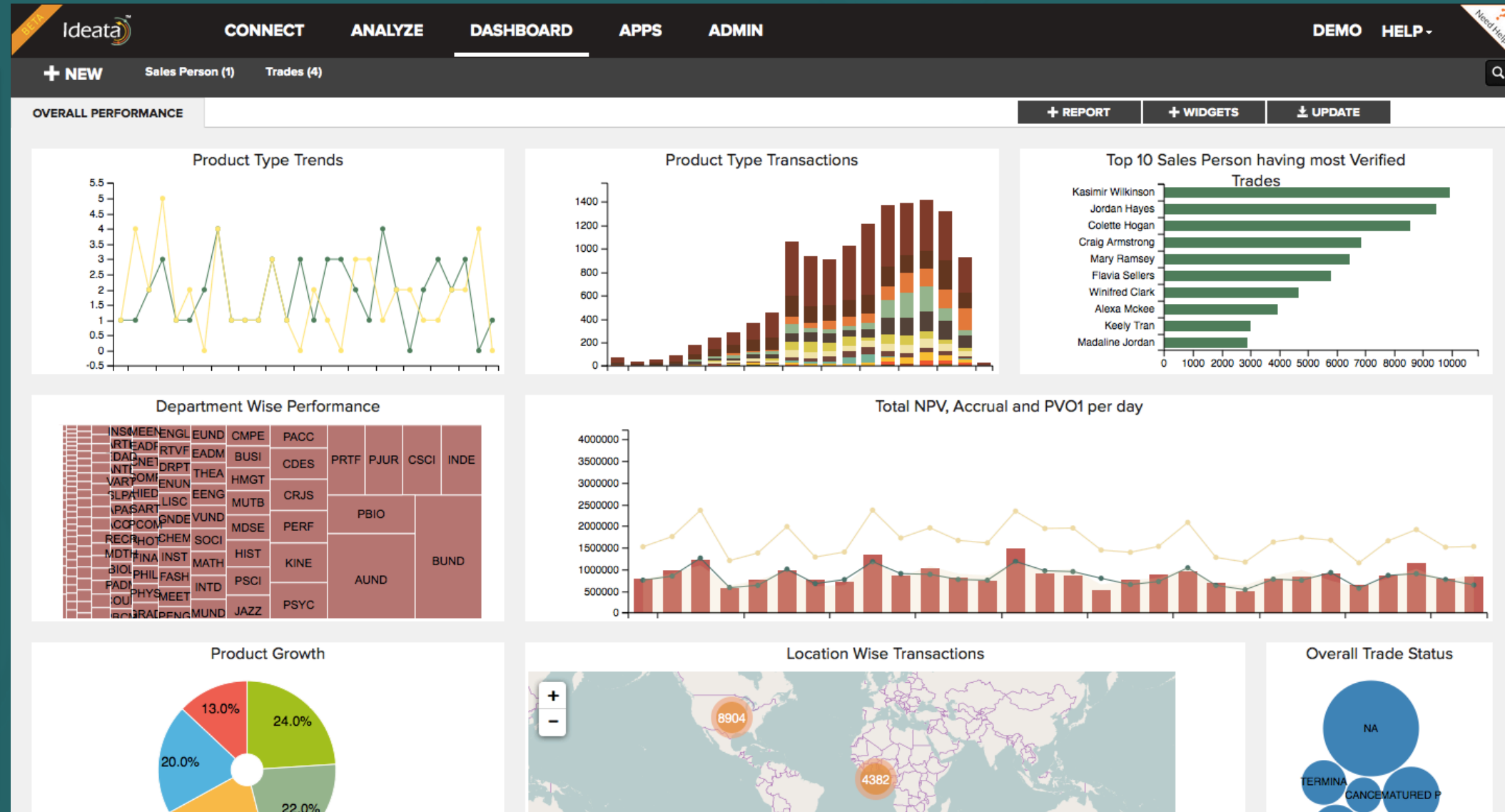
The screenshot shows the 'K-MEAN CLUSTERING' configuration window in the Ideata software. On the left, a 'SELECT COLUMNS' list includes: age, job, marital, education, defaulter, housingLoan, PersonalLoan, contactType, contactMonth, and contactDay. Below this list are 'SELECT ALL' and 'REMOVE ALL' buttons. The main area displays a scatter plot with two clusters of data points: an orange cluster on the left and a blue cluster on the right. At the bottom of the window, there are two input fields: 'NO OF CLUSTERS' set to 2 and 'NO OF ITERATIONS' set to 5. At the bottom right, there are three buttons: 'Close', 'Apply', and 'Save changes'. The background shows a 'PREVIEW DATA' table with columns 'T' and 'JOB', containing rows of 'salaried' and 'non-salaried' entries.

BACK

FINISH

Dashboard

Build and share your insights through visually appealing charts and graphs on single dashboard



Product Capabilities



Built for Big Data



Harmonise Internal and External



Prepackaged Analytical Apps



Extensive auto data preparation



Simplistic UI



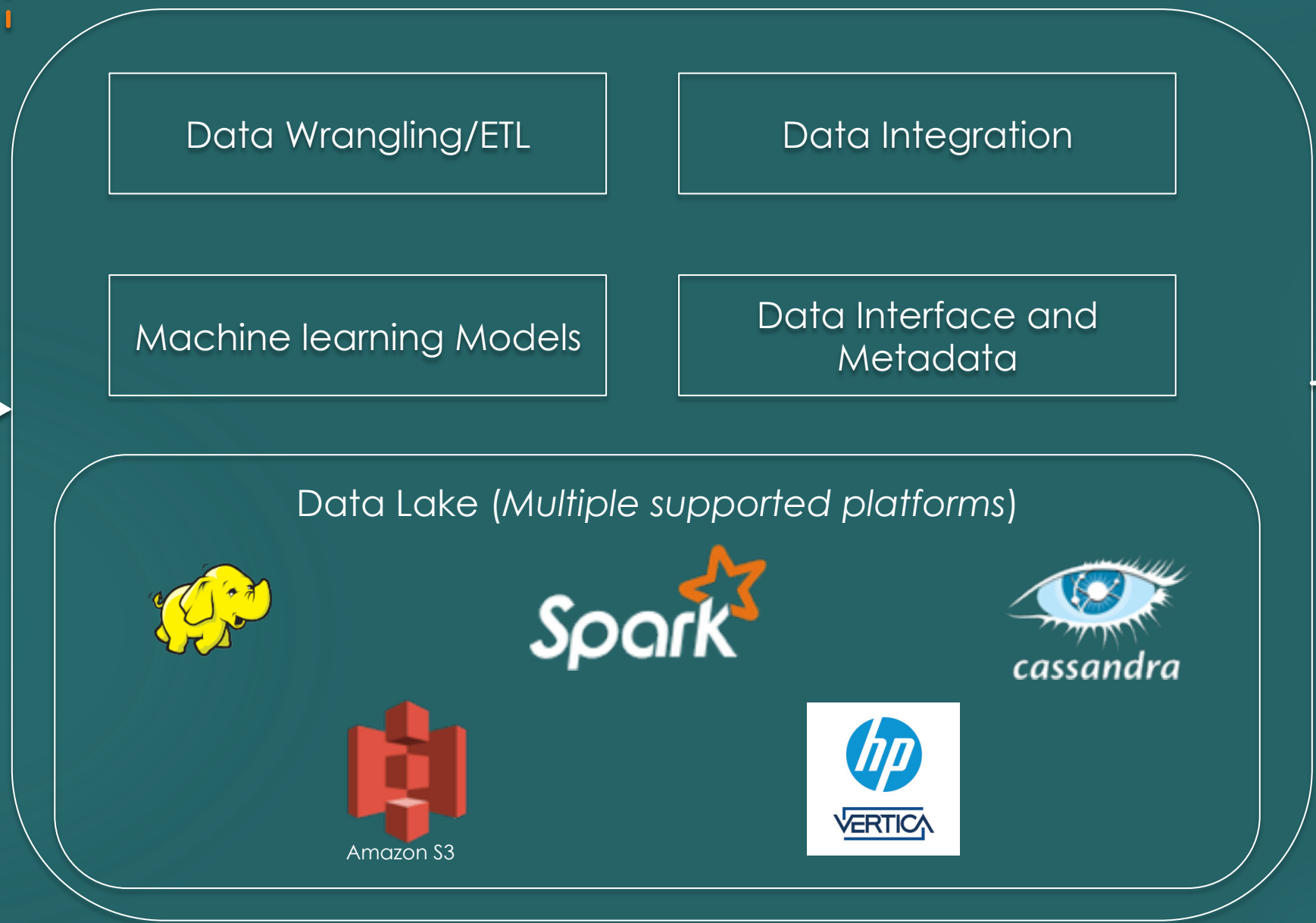
Fast and scalable advance analytics

Appendix – Technical Architecture

Ideata Analytics Application

Supported Data sources

- Hadoop
- Hive
- Amazon web services™ S3 Simple Storage Service
- Twitter
- salesforce
- Microsoft Excel
- LOG
- JSON
- APACHE HBASE
- Kafka
- hp
- VERTICA



- Analysis/Exploration
- Analytical Apps
- Dashboards

- Data Analysts
- Business Users

Partners

Hadoop and Spark Providers



Cloud Providers



Solution Partners



Thank You

Contact Us:

sales@ideata-analytics.com

+91 9820549637

+91 9425479414