

Lesson 6

Real-time Analytics

Real-time analytics

- Refers to finding meaningful patterns in data at the actual time of receiving
- Real-Time Analytics Platform (RTAP) analyses the data, correlates, and predicts the outcomes in the real time.

RTAP

- Manages and processes data and helps timely decision-making
- Helps to develop dynamic analysis applications
- Leads to evolution of business intelligence

Widely used RTAPs

- Apache SparkStreaming—a Big Data platform for data stream analytics in real time.
- Cisco Connected Streaming Analytics (CSA)—a platform that delivers insights from high-velocity streams of live data from multiple sources and enables immediate action.

Widely used RTAPs

- Oracle Stream Analytics (OSA)—a platform that provides a graphical interface to “Fast Data”.
- SAP HANA— a streaming analytics tool which also does real-time analytics

Widely used RTAPs

- SQL streamBlaze—an analytics platform, offering a real-time, easy-to-use and powerful visual development environment for developers and analysts.
- TIBCO StreamBase—streaming analytics, which accelerates action in order to quickly build applications.

Widely used RTAPs

- Informatica — a real-time data streaming tool which transforms a torrent of small messages and events into unprecedented business agility

Widely used RTAPs

- IBM Stream Computing—a data streaming tool that analyzes a broad range of streaming data— unstructured text, video, audio, geospatial, sensor— helping organizations spot the opportunities and risks and make decisions in real time

RTAP Applications

1. Fraud detection systems for online transactions
2. Log analysis for understanding usage pattern
3. Click analysis for online recommendations
4. Social Media Analytics

RTAP Applications

5. Push notifications to the customers for location-based advertisements for retail
6. Action for emergency services such as fires and accidents in an industry
7. Any abnormal measurements require immediate reaction in healthcare monitoring

Real-Time Sentiment Analysis

- Positive/Negative Sentiments
- Sentiment analysis features
 1. NEGATION
 2. POSITIVE SMILEY
 3. NEGATIVE SMILEY
 4. DONT— YOU, OH, SO, AS FAR AS,
 5. LAUGH

Prediction and Stock Market Predictions

- Refer Section 7.5.3.2

Summary

We learnt:

- Real Time Analytics
- Features and Applications
- Real Time Analytics Platforms
- Sentiments Analysis

End of Lesson 6 on

Real-time Analytics