

Computer Society of India
Coimbatore Chapter



2019- 2020
CSI Monthly Meeting Report

August 2019

“BIG DATA FOR BUSINESS”

21st August 2019

Key Note Speaker :

Mr. Shyam Velumani,

co-founder - VenPep Solutions, Coimbatore

Computer Society of India, Coimbatore Chapter organized monthly Lecture meeting for the members of CSI on **“BIG DATA FOR BUSINESS”** on 22nd August 2019, Wednesday at the CSI Hall, Coimbatore at 6.00 pm.

Dr. N.R. Alamelu, Chairperson, CSI – Coimbatore Chapter welcomed the gathering.

The Speaker Mr. Shyam Velumani-co founder Venpep solutions delivered the lecture. The speaker gave insights into the various concepts of big data and its business applications. The Categories of data which would be handled by big data analyst were briefed. He also explained about the architecture employed using big data for solving the real world problems. He explained about the key data analytic components as well. Mr. Shyam Velumani briefed about the various projects he had worked for namely vidCampaign project and customer profiling project for Indian Tourism. Various case studies employing big data were discussed and to name a few:

1. Analytical system to device the direct and dotted line relationship of employees for a multinational financial institution
2. Business intelligence for a leading jewellery manufacturing company
3. Global social engagement company taking advantage of the digital transformation to measure the internal performance

The speaker concluded the talk with question and answer session. All the queries related to internship, job opportunities, academy, to corporate were addressed by the

speaker. The session was very informative and useful especially for all the students who attended the session.

At the end of the session, Prof. A. Sivabalan, Immediate past chairman Computer Society of India, Coimbatore chapter thanked all the members. More than 90 faculty and students from various colleges and members from industries attended the programme.

