



**Hope Foundation's
International Institute of Information Technology,
Hinjawadi, Pune – 411057**

Activity Report

Guest Lecture

Academic Year: 2020 - 2021

Name of Event:A Guest Lecture

Topic:“Insight Into Data and It’s Management”

Date & Time of Conduction: 05/12/2020, 11:00 AM to 1.15PM

Venue:International Institute of Information Technology, Pune

Coordinator:Prof. Sameer Mamadapure

Number of Participants:38

Activity Description: The Department of Information Technology has organized the Guest Lecture dated on 05th December 2020 at 11:00 AM, for TE students on “Insight Into Data and It’s Management” The duration of the event was 2 hours .

Due to the Covid-19 pandemic situation , the Guest Lecture was conducted through online mode (Google meet). The link was shared with all the students through mail and whatsapp. The guest resource person for event was Mr. RajendraRonge Associate from Deutsche Bank Pune. He has a 13 of total experience . He is certified in Oracle Database . In his talk, he envisioned and explained the importance of Database and It’s Applications in the real world problems. The resource person has cleared all doubts/queries asked by the students. The event ended with a vote of thanks.

As per the feedback received from the students, it was a very good learning experience,the’guest lecture helped them in their understanding concepts of the Database Management System.

Event Photos:

Guest Lecture on Insight into Data and its Management By Mr.Rajendra Ronge (2020-12-04 at 21:39 GMT-8)

Why Data Is Next Oil ?

The diagram shows a flow from **Data Sources** to **Custom Segments**, then to **Targeted Message / Offer**, and finally **Personalized to Individuals**.

- Data Sources:** Facebook Fans, iPhone Mobile App Users.
- Custom Segments:** Price Shopper, Over 35; Likes Rap, Likes NFL; Hispanic/teen, Lives in Metro ATL; Working Mother, 2 Teen Boys.
- Targeted Message / Offer:** Represented by icons of a document, a music note, a smartphone, and a shopping cart.
- Personalized to Individuals:** A list of names and locations:
 - Joe, Atlanta
 - Mary, DC
 - Kate, NYC
 - Sue, LA
 - Lucy, NYC
 - Jon, Miami
 - Luis, Houston
 - Carlos, Dallas
 - Ava, Alpharetta
 - Anna, Miami
 - Ma, Seattle
 - Erica, Atlanta

Video player controls: 6:29 / 2:10:27. Windows watermark: Activate Windows. Go to Settings to activate Windows.

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Database Types

Which database is right for you?

Non-Relational / No-SQL	
Redis, Amazon DynamoDB	Key-Value Stores
Cassandra, Scylla, HBase	Wide Column Stores
MongoDB, Couchbase	Document Stores
Neo4J, Datastax Enterprise Graph	Graph Databases
Elasticsearch, Splunk, Solr	Search Engines

Advantages :
 1. Schema-free data models are more flexible.
 2. More horizontally scalable.

Disadvantages :
 1. Less widely adopted.
 2. Specific expertise is often required.

1. If ACID compliance is your first priority, consider using RDBMS.
2. If you have a massively distributed system and can settle for eventual consistency on some nodes/partitions, you might consider a wide column store such as Cassandra or Scylla.
3. If your input data is particularly heterogeneous and difficult to encapsulate according to a normalization schema, consider using a NoSQL DBMS.
4. If your goal is to scale vertically, consider an RDBMS; conversely, if you want to scale horizontally, a NoSQL DBMS may be preferable

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