

Data Science

Pokok Bahasan : Pengantar Analisis Big Data

5 April 2022

Materi Pertemuan 3 :

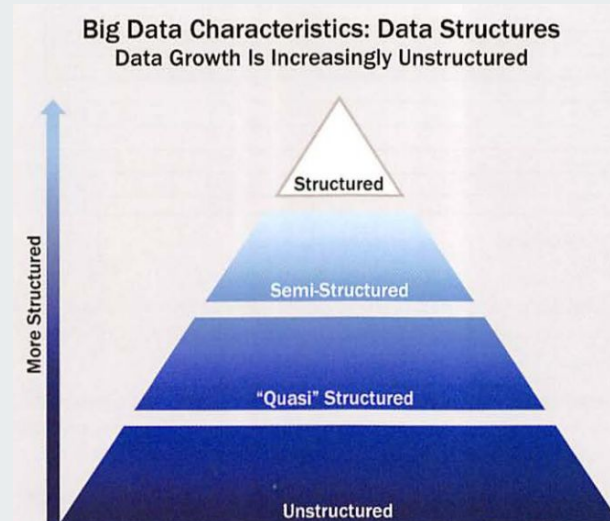
1. Gambaran Big Data
2. Praktik dan Analisa
3. *Business Intelligence vs Data Science*
4. Aturan kunci ekosistem big data
5. *Data scientist*
6. Contoh Analisis Big Data

Gambaran Big Data

Three attributes stand out as defining Big Data characteristics:

- **Huge volume of data:** Rather than thousands or millions of rows, Big Data can be billions of rows and millions of columns.
- **Complexity of data types and structures:** Big Data reflects the variety of new data sources, formats, and structures, including digital traces being left on the web and other digital repositories for subsequent analysis.
- **Speed of new data creation and growth:** Big Data can describe high velocity data, with rapid data ingestion and near real time analysis.

Struktur Data



Data Terstruktur

Structured data: Data containing a defined data type, format, and structure (that is, transaction data, online analytical processing [OLAP] data cubes, traditional RDBMS, CSV files, and even simple spreadsheets). See Figure 1-4.

SUMMER FOOD SERVICE PROGRAM 1]				
(Data as of August 01, 2011)				
Fiscal Year	Number of Sites	Peak (July) Participation	Meals Served	Total Federal Expenditures 2]
	-----Thousands-----		--Mil.--	---Million \$---
1969	1.2	99	2.2	0.3
1970	1.9	227	8.2	1.8
1971	3.2	569	29.0	8.2
1972	6.5	1,080	73.5	21.9
1973	11.2	1,437	65.4	26.6
1974	10.6	1,403	63.6	33.6

Semi Struttur Data

Semi-structured data: Textual data files with a discernible pattern that enables parsing (such as Extensible Markup Language [XML] data files that are self-describing and defined by an XML schema). See Figure 1-5.

```

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    <meta name="robots" content="noindex, nofollow" />
    <meta name="googlebot" content="noindex, nofollow" />

    <title>Institut Informatika Dan Bisnis Darmajaya</title>
    <link href="https://fonts.googleapis.com/css?family=Roboto:300,400,500" rel="stylesheet">
    <link rel="stylesheet" href="https://lecturer.darmajaya.ac.id/assets/theme_new/css/vendor/bootstrap.css">
    <link rel="stylesheet" href="https://lecturer.darmajaya.ac.id/assets/theme_new/vendor/metismenu/dist/metismenu.css">
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  <body>
  </body>
</html>

```

Quasi Struktur Data

Quasi-structured data: Textual data with erratic data formats that can be formatted with effort, tools, and time (for instance, web clickstream data that may contain inconsistencies in data values and formats). See Figure 1-6.

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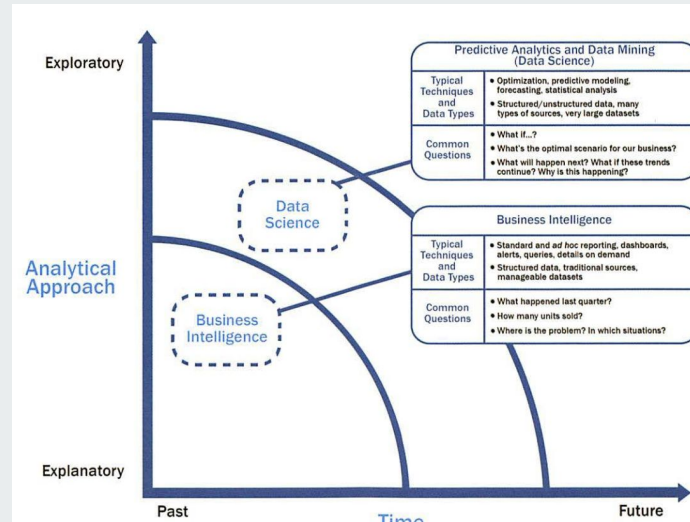
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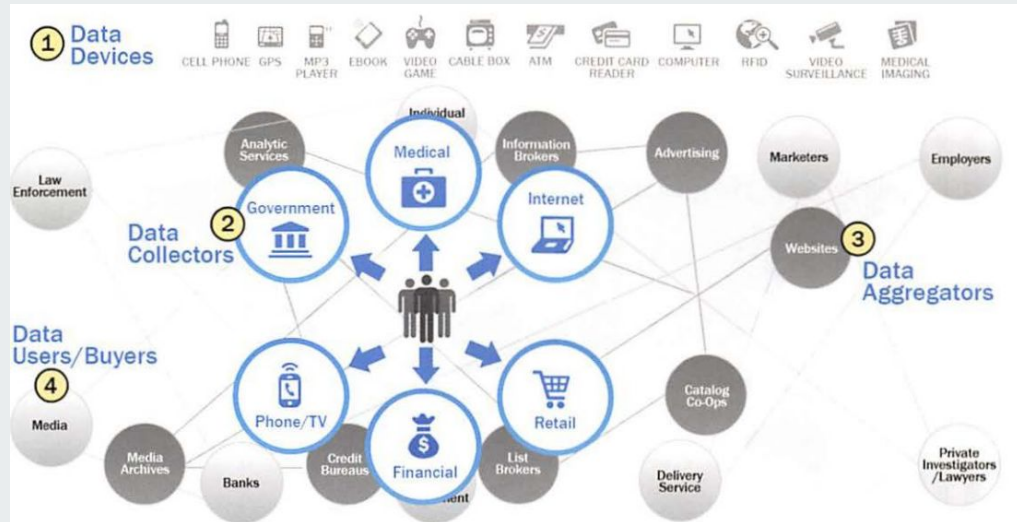
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BI vs Data Science



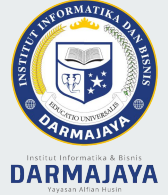
Big Data Ekosistem





Contoh Analisis Big Data

1. Analisis Big Data dengan menggunakan 3 are: Retail, Infrastruktur IT dan Medsos.
2. Melihat perilaku konsumen (Menikah, Bercerai dan Hamil)



Tugas Kelompok

1. Mencari data perilaku konsumen di sebuah UMKM