Why Your Unstructured Data is a Blessing Not a Curse

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Agenda

- Structured Data

- Transition from Structured Data to Unstructured Data

- Dealing with the Unstructured Blessing

- Spread of Unstructured Data

- Future of Unstructured Data
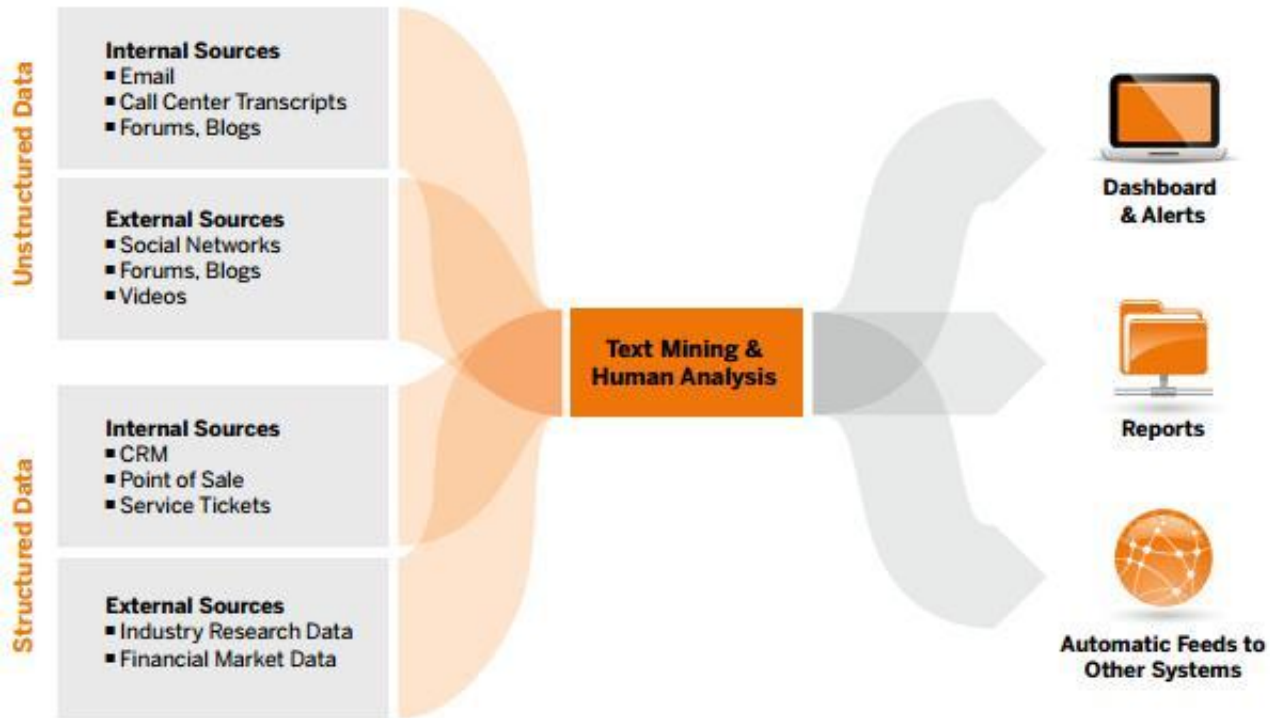
- Summary

Structured Data

- The data was structured because, it was always collected, pruned and stored for reporting purposes or for operational details

- Structured Organized Relationally mapped data was far efficient and meaningful than storing data in plain files

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Transition from

STRUCTURED DATA TO UNSTRUCTURED DATA

Structured V/s Unstructured Data

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Why Unstructured Data?

- Need for processing real time data

- Unknown nature and order of data which has to be processed in a Real Time environment

- Aggregation of real time data to provide context specific information
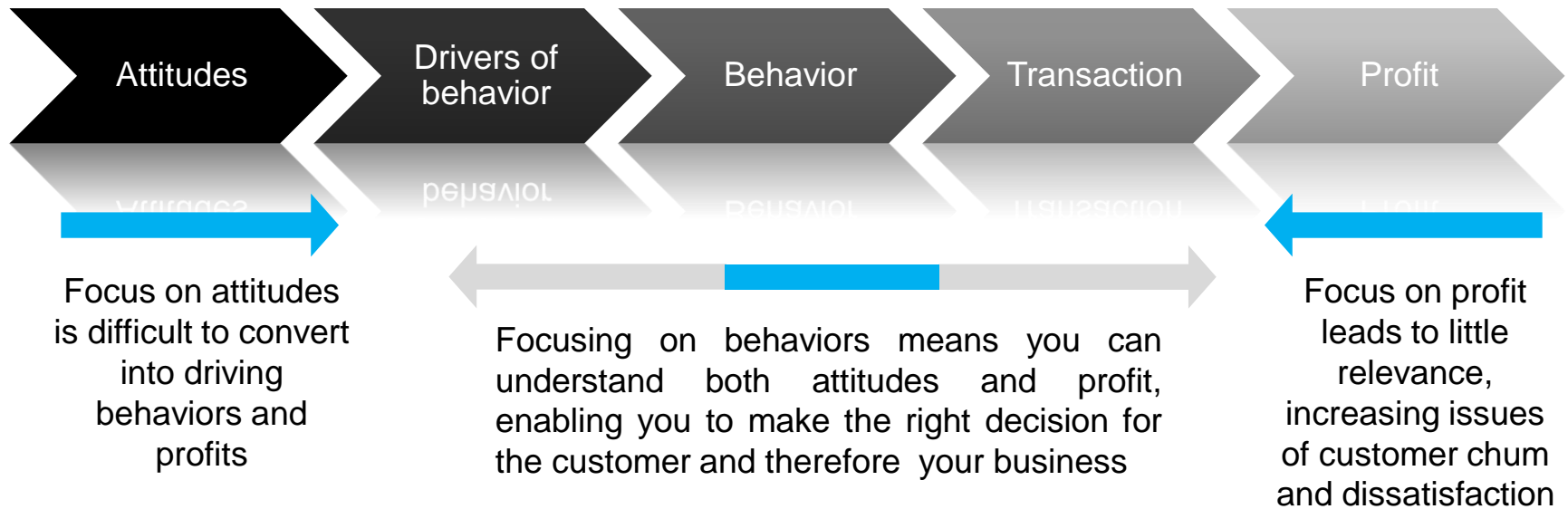
History of Unstructured Data

- Search Engines were early pioneers dealing and fighting with Unstructured Data
  - Crawl Text Content, Categorize and Provide Context specific information
- Before Search Engines - Intelligence arms of super powers [Cryptographic Codes and Ciphers were transmitted in Unstructured fashion with a nested Structure]

What is unstructured data in today's world?

Customer Behavior ---> Increased Profits

Attitudes → Drivers of behavior → Behavior → Transaction → Profit

Focus on attitudes is difficult to convert into driving behaviors and profits

Focusing on behaviors means you can understand both attitudes and profit, enabling you to make the right decision for the customer and therefore your business

Focus on profit leads to little relevance, increasing issues of customer chum and dissatisfaction

Dealing with

THE UNSTRUCTURED BLESSING

Known is a drop, Unknown is an ocean

Unstructured data is generated in real time by several users and multiple devices that span across diverse business interests

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Dealing with the Unstructured Blessing

Complexity	Blessing	Issue	Solution	Advantage
What is the rule that would identify each of those interests	Relevant data for all nested in an unstructured fashion	What is the master key	Uncover and discover hidden unknown entities using latest technology	Dismantling unstructured data to get all possible maps and relation

Uncovering Information

Image Source - SYBASE

Unstructured Data Discovery

- The whole process of data analysis then starts with Uncovering Information maps retrieved from Unstructured Data

- In a structured Data, We have a relational map defined but in Unstructured data, the Data and Information Maps are discovered

- Since the discovery is dynamic and input specific, The Information Map Engine designed for processing Unstructured data would better over time as much as Search Engines have become now

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Spread of

UNSTRUCTURED DATA

Spread of Unstructured Data

- Popularity of Search Engine based Activity led to huge demand for dealing with Unstructured Data generated in millions every second by users all across the world

- Early 2000s till now was the period which gave time and scope for developing platforms/tools for dealing with such unstructured data in all walks of activity from

Banking	Online commerce	Search Engine	Social Network	Content Providers

- Inevitably Unstructured Data has to be dealt with in a dynamically changing landscape of User-Technology interactions

Future of
UNSTRUCTURED DATA

Future of Unstructured Data

On Demand Real Time Forecast

Customer experience management

Marketing optimization

Healthcare and patient care

Fraud prevention

- Prediction and Modeling Engines for Unstructured Data
- On demand real time insight flowing in from unstructured data

Benefits and Challenges

- Information available on customers can help to drive **sales and growth**
- Opportunities to analyse customer information and improve **customer relationship** management strategies as well as **relationship marketing**

- Without proper management, could **run out of storage space** as well as facing compliance and **privacy issues**

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