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Data and Analytics

Pro Point Project

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Cloud-Based Analytics/Cloud Computing

The internet has quickly become a huge part of people's everyday life. Not only is it used at home, but in the office and business too. With the increasing amount of people using the internet, it also increases the amount of services needed. One of the most in demand services today is cloud computing. Cloud computing is an internet-based service that includes data storage, database, networking, server, analytics, and intelligence through the internet. By paying a usage or "membership" fee, the service allows you to access anything from different kinds of applications to storage from the cloud service provider. This is great because it is not only cost-effective, but also people can set up their virtual office anywhere and operate anywhere and anytime. By using cloud computing it saves money and increases productivity, speed, efficiency and security. Not only is cloud computing used in business, but students like us use it everyday. One example of this is Google's Gmail, where we use to access and store information, or even the iPhone's iCloud service where we use it to back up photos or games. I believe that cloud computing services and cloud analytics are going to become even more relevant in the future.

Cloud computing is being used more and more often. Due to some of the biggest cloud service providers like Amazon Web Services, Microsoft Azure, and Google Cloud, cloud computing has greatly spread over the years. According to 451 Research, they predict that around one-third of enterprise IT spending will be on hosting and cloud services this year (Ranger). This shows how much cloud services are used today and increasing. Analyst Gartner

also predicts that “global spending on cloud services will reach 260 billion this year up from 219.6 billion dollars”(Ranger). This shows the huge amount of money that is spent on cloud computing and how useful it is.

In MIS 2502, we also used cloud computing in many different ways. For example, SQL, MongoDB, and even R Studio are all different kinds of cloud services we use to analyze data. By using R Studio, we were able to access data stored and use it to discover trends using data mining techniques clustering, segmentation, association, and decision trees. We also analyze and use transactional databases from SQL and MongoDB in order to understand the information better.

Bibliography

Ranger, S. (2018, December 13). *What is cloud computing? everything you need to know about the cloud explained*. ZDNet. Retrieved December 5, 2021, from https://www.zdnet.com/article/what-is-cloud-computing-everything-you-need-to-know-about-the-cloud/.