Currently I am working in Energy based organization with lotof legacy and critical data. As this is a utility organization data cannot be discarded it should be available to access. This created issue of handling large data with tens of terabytes in each department. All this data are stored in different data bases in different formats some of them are structured data other are unstructured or semi structures. Handling this categories of data also created a huge problem in organization. Organization is moving to new technical platform of smart meters for better management of electrical and gas usages. To understand the usage of data patters basing on location, home type etc. in big data analysis is brought came on board. Using this big data analysis on structured, unstructured and semi structures data is providing better understanding on energy and gas usage. Using this analysis company can forecast utilization of energy for next year and plan ahead for providing customers better service. Apache Hadoop is the tool currently used for data storage and data translation. Hadoop is also used for processing structured, unstructured and semi structured data in organization.

I would like to outline benefits I saw using data analysis in this energy based organization by analyzing data patterns.

1. Advises for decision making: Using big data analysis on smart meter data organization is able to understand usages and customer requirements. Here results of data analysis help in making decision for different issues noted.
2. Identifying new market strategies: Using big data analysis on existing market provided new strategies for improving customer delivery and developing products basing on customer needs.
3. Increases efficiency of work and processing: Using big data analysis on organization data provided better understanding on work process and work flow. This helped in developing better process and increased efficiency in both delivery and customer services.
4. Provides plan for handling data and processing: By processing structured, unstructured and semi structured data using big data analysis we are able to identify effective patters. This helped in organizing and storing data in organization.
5. Identifies industrial opportunities: Using data analysis on exiting marked and customer needs provided new innovative ideas and chance to increase organization opportunities in different domains.
6. Validates management decisions and results: Using data analysis on outcome of present year data provide validation on organization decisions and help in improving in next physical year.
7. Identifies potential employees for better outcome of projects: Using this data analysis on job marked portals to provide better candidates that are required in organization basing on project needs.
8. Helps in recruitments: Big data analysis is used for human resource team for recruiting candidates by analysis requirement, resume, interview results, aptitude test etc. This provides better result and helps team in great extent.

I would like to state that take this course help me understand organization in better view and provided knowledge which I can use in my day to day work life handling and processing big data using data analysis.