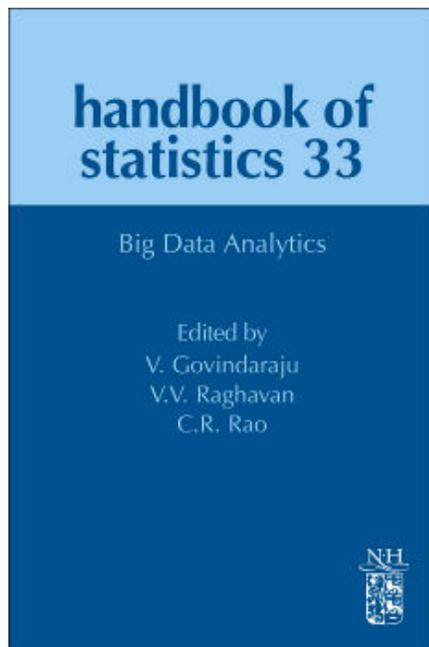


Big data analytics



**REVIEWED BY
SUGATA SANYAL**

Tracking the evolution of Big Data, focusing on timely topics such as data mining and analytics

Big Data Analytics has become an often repeated name. I was curious as always about any new issues. But to learn a lot about a Big Subject, one needs to study a lot. When I got an invitation from Elsevier to review a, now famous, book titled, Big Data Analytics, I was thrilled for few techno-academic reasons:

- (1) This book is a compendium of various chapters where it deals with theory of Big Data and its applications in real life issues.
- (2) Editors are all world famous academician and the standard of the book is very high.
- (3) I read the book thoroughly (for writing a critical review you need to) and learned a lot. Big Data Analytics is changing the way we handle various issues and it is yielding results which were not possible a few years back.

(4) This subject is not a narrow one; it is a science of science. And it is ever expanding and some new applications are becoming tractable due to Big Data Analytics application. Top of Form

Some details:

The book was edited by Profs. Venu Givindaraju and C. R. Rao and is now available with Elsevier.

Details:

<http://store.elsevier.com/product.jsp?isbn=9780444634924&pagename=search>

A brief description below:

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While the term Big Data is open to varying interpretation, it is quite clear that the Volume, Velocity, and Variety (3Vs) of data have impacted every aspect of computational science and its applications. The volume of data is increasing at a phenomenal rate and a majority of it is unstructured. With big data, the volume is so large that processing it using traditional database and software techniques is difficult, if not impossible. The drivers are the ubiquitous sensors, devices, social networks and the all-pervasive web. Scientists are increasingly looking to derive insights from the massive quantity of data to create new knowledge. In common usage, Big Data has come to refer simply to the use of predictive analytics or other certain advanced methods to extract value from data, without any required magnitude thereon. Challenges include analysis, capture, curation, search, sharing, storage, transfer, visualization, and information privacy. While there are challenges, there are huge opportunities emerging in the fields of Machine Learning, Data Mining, Statistics, Human-Computer Interfaces and Distributed Systems to address ways to analyze and reason with this data. The edited volume focuses on the challenges and opportunities posed by "Big Data" in a variety of domains and how statistical techniques and innovative algorithms can help glean

insights and accelerate discovery. Big data has the potential to help companies improve operations and make faster, more intelligent decisions.

My detailed review is available at: <http://goo.gl/pzIBoH>

I wish and hope that you enjoy Big Data Analytics and its applications as much as I did.

THE BOOK

GOVINDRAJU, V., RAGHAVAN, V.V., RAO, C.R. (EDS) (2015), BIG DATA ANALYTICS, 390 P.
SPRINGER
PRINT BOOK ISBN : 9780444634924
EBOOK ISBN : 9780444634979

ABOUT THE REVIEWER

PROF SUGATA SANYAL,
MEMBER, SCHOOL OF COMPUTING AND INFORMATICS' "BRAIN TRUST",
UNIVERSITY OF LOUISIANA AT LAFAYETTE, USA
HONORARY PROFESSOR: IIT, GUWAHATI
MEMBER, SENATE, IIIT, GUWAHATI
E-MAIL: SANYALS@GMAIL.COM