

About the Authors



Mrs. Anjana Devi MV Working as Associate Professor, Department of Computer Science and Engineering, Gurunanak Institutions Technical Campus (Autonomous), Ibrahimpatnam, She is pursuing her Ph. D from SR University, Warangal. She completed her M. Tech from St. Mary's Engg. College, JNTUH, Hyderabad. She had Published 8 Papers in National and International Journals and 3 Papers in National and International Conferences. She had attended morethan 20 FDPs, Workshops and Webinars. She published 3 Patents. She is having 18 years of Teaching Experience. Her areas of Interest are Artificial Intelligence, Machine Learning and Image Processing.



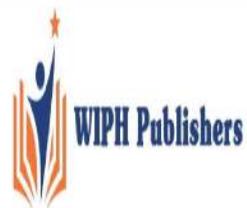
Mr. Prasadu Gurram Working as Assistant Professor, Department of Information Technology, Sreenidhi Institute of Science and Technology (Autonomous), Yamnampet, Ghatkesar, He is pursuing his Ph.D from Annamalai University, Chidambaram. He completed his M. Tech from Indur Institute of Engineering and Technology, JNTUH, Siddipet. He had Published 5 Papers in National and International Journal and 3 National and International Conference Papers. He had attended 15 workshop, webinars and FDP's. He has 2 Patents and has published two books. He is having 11 years of Experience in teaching. His areas of Interest are Cloud Computing, Big data, Cyber security and Machine Learning.



Mrs. Shaik Munnisa Begum Working as Assistant Professor, Department of Computer Science and Engineering in AIML, Gurunanak institution's Technical Campus (Autonomous), Ibrahimpatnam, She completed her M. Tech from Gru Nanak Institute of Technology, JNTUH, Hyderabad and B.Tech from Sri Venkateswara engineering college, JNTUH, Suryapet. She had Published 2 Papers in UGC Journal. She had attended 9 workshop, webinars and FDP's. She has 1 Patent. She is having 3 years of Experience in teaching. Her areas of Interest are Artificial Intelligence, Machine Learning.



Dr. A. Manikandan is an Associate Professor in the Department of Computer Science and Engineering at Vels Institute of Science, Technology & Advanced Studies (VISTAS), Pallavaram, Chennai. He completed his Ph. D in Computer Science and Engineering from VISTAS, Pallavaram, and completed his M. E. in Computer Science and Engineering at Sri Muthukumaran Institute of Technology. He holds a B. Tech. in Information Technology from Ranipettai Engineering College, Walaja. With 13 years of teaching experience, he has published 43 research papers in national and international journals and participated in 15 workshops, webinars, and 20 FDPs. His research interests include Machine Learning, Big Data, Artificial Intelligence, and Deep Learning.



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Authors

Mrs. Anjana Devi Mv

*Associate Professor
Department of Computer Science and Engineering
Gurunanak Institutions Technical Campus (Autonomous)
Ibrahimpatnam, Hyderabad, Telangana, India.*

Mr.Prasadu Gurram

*Assistant Professor
Department of Information Technology
Sreenidhi Institute of Science and Technology (Autonomous)
Yamnapet, Ghatkesar, Hyderabad, Telangana, India.*

Mrs.Shaik Munnisa Begum

*Assistant Professor
Department of Computer Science and Engineering in AIML,
Gurunanak institution's Technical Campus (Autonomous),
Ibrahimpatnam, Hyderabad, Telangana, India.*

Dr.A.Manikandan

*Associate Professor
Department of Computer Science and Engineering
Vels Institute of Science, Technology & Advanced Studies (VISTAS)
Pallavaram, Chennai, Tamil Nadu, India.*

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Mr.Prasadu Gurram
Mrs.Shaik Munnisa Begum
Dr.A.Manikandan
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PREFACE

In an era increasingly defined by information, the sheer volume, velocity, and variety of data generated across every conceivable domain present both unprecedented challenges and extraordinary opportunities. "Big Data," once a nascent concept, has rapidly matured into a ubiquitous reality, fundamentally reshaping industries, driving scientific discovery, and transforming decision-making processes. The ability to effectively collect, store, process, and extract meaningful insights from these colossal datasets has become a critical differentiator for organizations and a vital skill for professionals in countless fields.

"Big Data Analytics: Techniques and Tools" is born from a collective understanding of this profound shift and a shared commitment to demystifying the complexities of big data. This book is not the singular voice of one expert, but rather a harmonious chorus of leading researchers, seasoned practitioners, and insightful academics. Each contributor brings their specialized knowledge and hands-on experience to illuminate the diverse techniques and powerful tools that are at the forefront of big data analytics today.

Our collaborative endeavor aims to provide a comprehensive and practical exploration of the methodologies and technologies essential for navigating the big data landscape. We delve into the foundational concepts, explore the array of analytical techniques – from statistical modeling to machine learning – and critically examine the most influential tools and platforms that enable these analyses. From data ingestion and storage solutions like Hadoop and Spark, to advanced analytical frameworks and visualization techniques, this book offers a panoramic view of the ecosystem. We also address the inherent challenges, such as data quality, scalability, and ethical considerations, providing a balanced perspective on the current state and future trajectory of big data analytics.

The multi-author approach adopted for this volume stems from the inherent breadth and rapid evolution of the big data field. No single individual can realistically master every technique or tool, nor can they provide exhaustive coverage of every application. By bringing together a rich tapestry of expertise, each specializing in different facets of big data analytics, we aspire to offer a more profound, more relevant, and ultimately more valuable resource for our readers. This book is intended for students entering the field, researchers seeking to broaden their understanding, and professionals striving to harness the power of big data in their respective domains.

We extend our deepest gratitude to each contributing author, whose dedication, profound knowledge, and willingness to share their valuable insights have been instrumental in making this book a reality. Their individual contributions, when woven together, form a compelling and authoritative guide to the world of big data analytics. We sincerely hope that this collaborative effort serves as an indispensable resource and a catalyst for innovation for all who are passionate about extracting intelligence from the deluge of data.

ACKNOWLEDGEMENT

The successful realization of "Big Data Analytics: Techniques and Tools" has been a testament to the power of collaboration and the dedication of many individuals and entities. We are profoundly grateful to everyone who contributed to this ambitious undertaking.

Our foremost appreciation goes to the **contributing authors**. This book is a direct reflection of your immense expertise, diligent research, and unwavering commitment to sharing your knowledge. Each chapter is a product of your hard work and provides invaluable insights into the diverse techniques and powerful tools that define the big data landscape. Your collective efforts have truly enriched this volume, making it a comprehensive and authoritative resource.

We are deeply indebted to the **peer reviewers** who dedicated their precious time and intellectual rigor to meticulously evaluate the manuscripts. Your incisive feedback, critical suggestions, and thoughtful comments were instrumental in refining the content, enhancing its clarity, and ensuring the technical accuracy and academic integrity of this book. Your contributions have undeniably elevated the quality of this publication.

We gratefully acknowledge the support, direct and indirect, from the **academic institutions, research centers, and organizations** with which our authors are affiliated. The environments fostered within these entities have provided the fertile ground for the cutting-edge research and practical insights presented in these pages.

Finally, to our **families, friends, and colleagues**, we offer our heartfelt gratitude for your patience, understanding, and constant encouragement. Your unwavering support provided the essential foundation that allowed us to dedicate the necessary time and energy to this demanding yet rewarding endeavor.

This book stands as a testament to the vibrant and collaborative spirit of

the big data community. We sincerely hope it serves as a valuable guide and a source of inspiration for all who seek to harness the transformative power of big data analytics.