

# Intelligent Process with Separate Navigation in Big Data and Analytics

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## ABSTRACT

*In view of Big Data Analytics, The Intelligent Process enables the business to leverage information and analysis as events are unfolding [1]. Intelligent Processes is powerful way of source in big data which easily available across several multiple sources to fulfill needs of business information. It included Embedded Analysis Applications, Rules Engine, User Navigation, Automated Navigation and Performance and Strategy Management. The Proposed User Navigation and Automated Navigation are two separate way to find analytic contents for business using embedded application. The suggested or found analytic contents or information by navigation to embedded application helps business for decision.*

**Keywords:** BD, EBS and BDA.

## 1. INTRODUCTION

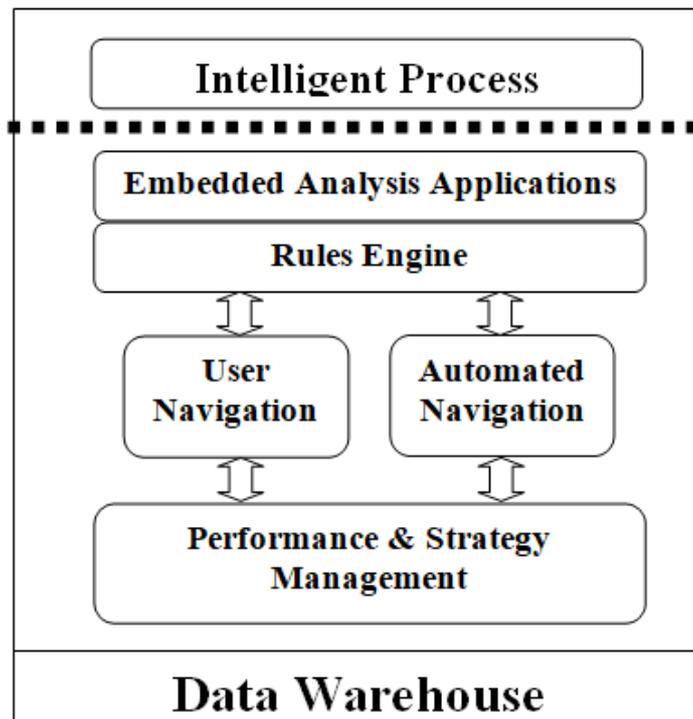
Among the many BD challenges the large datasets (in terms of size and complexity) and the ability to process vast amount of data remains a critical challenge for business applications [3]. In other words, users get insights or can draw conclusions immediately (or very rapidly after) the data enters their system [2]. In order to approach BDA (Big Data and analytics) holistically, it is important to consider what that means, we want to view data in terms of its requirement, qualities and improvement for business decisions [1]. This includes its degree of structure, volume, method of acquisition, historical significance, quality, value, and relationship to other forms of data. These data require as per need and its qualities will determine how it is managed, processed, used, integrated and later serve to needy.

Intelligent process is transforming data into information, information into knowledge, and knowledge which makes decision. It is possible because intelligent process interact with Embedded Analysis Applications, Rules Engine, User Navigation and Automated Navigation and Performance and Strategy Management. Intelligent process provides semantically meaningful ways, where data is used to learn and to obtain knowledge to make valuable decision for business. There are many types of analysis that can be consequence performed, by different types of users, system or analyst, using many different methods and tools, and through several varieties of channels. Some types of analysis require current information and others work mostly with historical information. The architecture design must be accept universally and more extensible to hold full range of analytics. Intelligence must be integrated with the applications that knowledge workers use to perform their jobs. Likewise, EBS (Embedded Business Application) must integrate with information and analysis components in a manner that produces consistent results.

Embedded analytics has capability that while data analysis occur user will get natural workflow, without the need to approach to another application. Embedded analytics tends narrowly deployed around specific processes. Embedding analytics into normal user decision-making ensures users are more likely to see and act upon analytic insights. The advantages of embedded analytic application are Cultivate Data-Driven Decision Making, Increase ROI on Data Transformation Investment, Increase Productivity, Enhance Competitiveness, Improve Customer Satisfaction, Increase Revenue etc.

## 2. INTELLIGENT PROCESS WITH SEPARATE NAVIGATION IN BIG DATA AND ANALYTICS

In view of Big data and analytics, it is to execute business processes more effectively and efficiently to achieve the objectives of business. This means user get data as an information from analysis directly because of this business is performing. The Intelligent Process enables the business to leverage information and analysis as events are unfolding. It includes Proposed Embedded Analysis Applications, Rules Engine, User navigation, Automated Navigation and Performance and Strategy Management.



**Figure 1** Intelligent Process with Separate Navigation in Big Data and Analytics

**2.1 Embedded Analysis Application:** It included several types of applications which can be used to perform business analysis. It is divided into two parts namely operational applications and business applications. The operational application support data processing capability and analytics against database. The statistical analysis, historical analysis and data mining can be possible for drill down search, business analysis, search routines etc. The business application supports business operation. The automated business processes, services and business execution applications that are used to execute the business with proper objectives and for making decisions. Embedded analysis application helps user to make often informed decisions.

### **2.2 Rules Engine**

It is a real-time rules engine. It provides decisions, advices and also decision logic based on real time information and analysis. Based on current condition decision will be taken or suggested. The rule engine provides a facility to change decision based on current condition, even if it executed automatically. The real time rule provider can be used to influence rules for real-time decision management. The real time rule provider provides complete decision management problem's solution. It also delivers real time decision and advices and automatically renders decisions within business activity.

### **2.3 User Navigation**

In embedded business application some process required to take self-directed action with respect investigation an issue and determine a context of action while analysis information from analytic contents. The proposed system should available and leverage such information to user along with correct path of investigation. But the rules are defined by rule engine with real time information and strategy. The user will get option in real time analysis to choose the user navigation for further process the task.

### **2.4 Automated Navigation**

It also deals with embedded business application. The process required to take automated action with respect investigation an issue and determine a context of action while analysis information from analytic contents. The proposed system should available and leverage such information automated system along correct path of investigation. But the rules are defined by rule engine with real time information and strategy. The user will get option in real time analysis to choose the automated navigation for further process the task.

### **2.5 Performance and Strategy Management**

The performance and strategy management processes of any business can be guided and supported by analytics system. The analytics contents will available to take suitable decisions regarding business. Due to decision taken by analytics contents, the strategy will be made. The business will get performance depends on decision by analytics. So it means business is based on sound analytics. The performance and objectives of any business in order to gain is depended on decided strategy achievement.

### **3.RESULTS**

The Big Data and Analytics get credit to add intelligence in business process with mentioned result. The Big Data and Analytics with embedded analysis provide latest information to decision makers mainly when needed. On a fly or real time decision method provides intelligence by user or automated process. The decision makers get data from operational systems, historical data stores and real-time data and make the results known to knowledge workers. Sense and response capabilities that perform analysis on information are stored inside big data. Any event happened while analysis, it must alter the process of business if decision taken from analytics.

User Navigation: In embedded business application some process will take self-directed action with respect investigation an issue and determine a context of action while analysis information from analytic contents. The proposed system will make available and leverage such information to user along with correct path of investigation.

Automated Navigation: The process will take automated action with respect investigation an issue and determine a context of action while analysis information from analytic contents. The proposed system should available and leverage such information automated system along correct path of investigation.

### **4. Conclusion**

The proposed model of big data and analytics included Embedded Analysis Applications, Rules Engine, User Navigation, Automated Navigation and Performance and Strategy Management. The Proposed User Navigation and Automated Navigation are two separate ways to find analytic contents for business process to make decision using embedded application. The business process will be benefited from suggested or found analytic contents or information by navigation using embedded business application. The Big Data and Analytics with embedded analysis provide latest information to decision makers mainly when needed. The advantages of this embedded business analytic application are Cultivate Data-Driven Decision Making, Increase ROI on Data Transformation Investment, Increase Productivity, Enhance Competitiveness, Improve Customer Satisfaction, Increase Revenue etc.

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