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# Value Orientation and Significant Insights on Blending IOT and Big Data Analytics in Current Context

***Dr. Praveen Patil***

Associate Professor, IEMS (Institute of excellence in management sciences) B School, Tarihal Industrial area, Hubli – 580026

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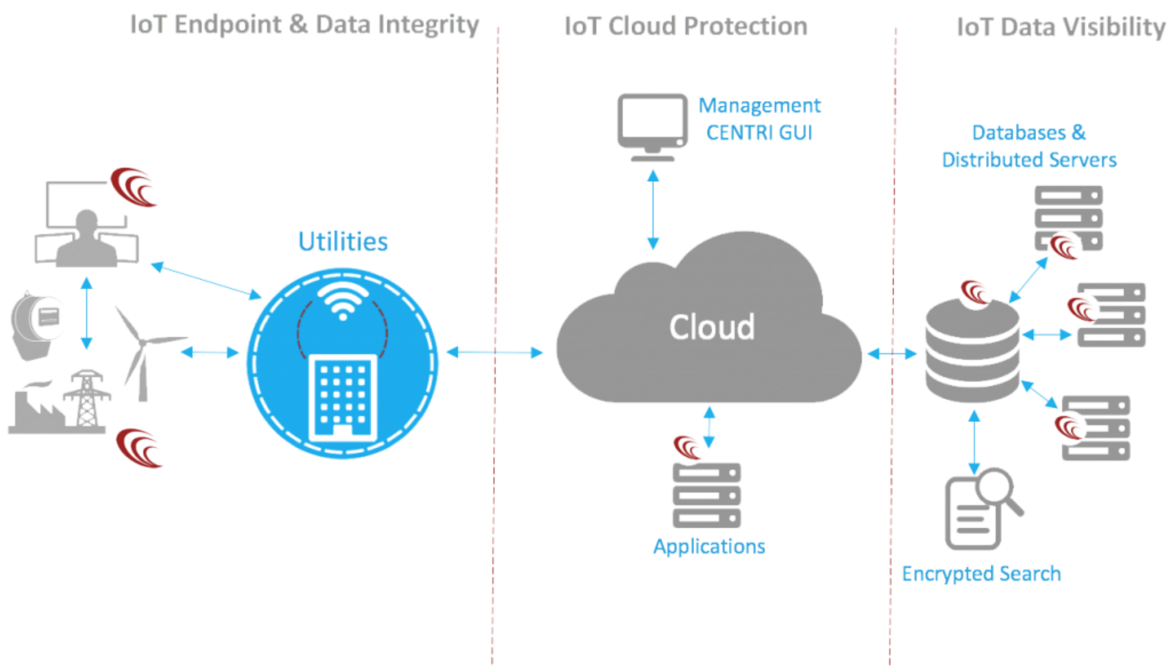
**ABSTRACT:**

The internet is constantly growing and evolving. The Internet of Things (IoT), which uses machine-to-machine learning, might be seen as the future of Internet applications (M2M). Big Data, real-time analytics, and IoT can be used to create actionable intelligence. IoT and big data can be seen as two sides of the same coin. Benefits of IoT can be easily realized with the connection between Big Data and the things on the Internet. IoT applications are used in a wide range of industries, including disaster management, retail management, and health care. Despite the advantages of combining IoT and Big Data analytics, there are inherent complications and obstacles that must be addressed. The integration of Big Data analytics and IoT is the main topic of this study.

**Keywords:** Internet of Things (IoT), Big Data, Real time analytics, Machine to machine learning (M2M), Data intensive

## Introduction:

Nowadays, internet apps are strongly related to daily life. Many apps, from e-mails to e-learning, are popular and have sped up otherwise difficult processes. Technology is being improved so that it can easily fit into everyday life. The ability to install a variety of applications that can simplify and facilitate complex operations across a range of industries has been made possible by the digital world. As a result, numerous computing and sensor devices of all kinds have been deployed. The "Internet of Things (IoT)" is a term used to describe networked devices that share and produce data. More and more information would be produced and consumed by machines, conversing among themselves to improve the quality of our lives, as opposed to most data on the Internet (text, audio, and video) being produced and consumed by people. In a number of industries, including healthcare and disaster relief, it has been seen that IoT has improved human performance. IoT adoption in the healthcare industry could have enormous advantages for both individuals and society as a whole. Each person may be implanted with a chip, enabling hospitals to track the patient's vital signs. It might be possible to determine whether or not a serious assessment is required by monitoring their vital signs. IoT can also be used in homes as a tool for energy conservation. The interaction and operation of household appliances would result in effective energy use. Machine-to-Machine (M2M) communication, which is facilitated by IOT, is a common term for this type of communication. If this were conceivable, tangible objects could communicate with humans to let them know how they were doing and where they were. The maximum capacity can be filled by devices communicating with one another and then relaying that information to a person so they can profit from the data provided. Examples of such devices include trucks and ships. The ability to track specific customers and target them based on the data provided by the devices is another benefit of IoT. In a way, it offers a more "personalized" system that might boost business sales and broaden their clientele. A successful IoT implementation has several benefits. Figure 1 illustrates the various benefits of IoT. Along with computing hardware, the Internet of Things also consists of people who can sense, communicate, and compute. So, in addition to its benefits, IoT also presents some inherent difficulties. The complexity of the system, space, size, security, and privacy are the main issues with IoT. There is a significant chance that the system's complexity will increase as a result of the vast number of connections. Between 50 and 100 trillion objects would be encoded for the Internet of Things, which would also be able to track their motion. IoT's size would be a significant issue. Directly obtaining sensitive personal data, such as a person's precise geographic location, bank account details, or medical information, may put their privacy at risk. As part of the solution to the problems IoT faces, the data-intensive nature of IoT can be harnessed using Big Data.




**Above image showing utilities- IOT Security**

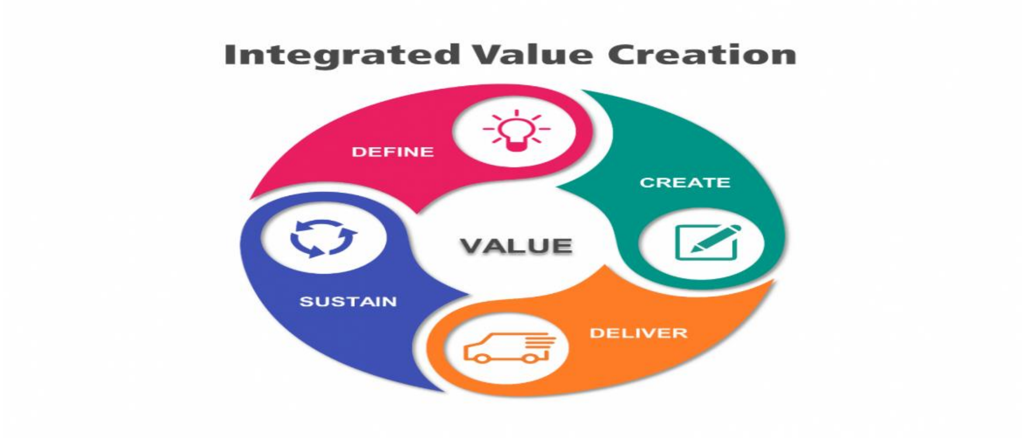
The deployment of numerous gadgets is also adding to the data flood, which is now more commonly referred to as "Big Data." One of the main sources of Big Data is IoT. The amount of data linked with connected devices is growing exponentially as their number rises. Big Data and IoT interact; therefore it seems to reason that the two movements would complement one another. The term "billions of internet-connected 'things'" links IoT and Big Data. The scale of the digital cosmos and the quantity of linked "things" are expanding. The useful information does not support this. Big Data analytics would offer a platform to improve and extract useful data for the enormous amounts of data being gathered. This article discusses the significance of the connection between IoT and big data.

## Data Intensive IOT:

Data is frequently seen in a modular or transactional format, such as sales or product data. However, IoT will produce data streams akin to social networking. The Internet of Things (IoT) can be visualized in a smart warehouse where information about door openings is recorded, including duration, temperature, time and date, frequency per hour, day, and week, and so on. This data stream is ongoing and is being collected by a variety of sensors. The usage of sensors and computer equipment that feed data at highly regular intervals can also be used to manage power consumption in a use case for smart home issues including roof damage, water leaks, and gas leaks. These scenarios show a massive increase of data with IoT installation. It would be crucial to comprehend and analyze the data to develop actionable data. At this intersection, Big Data and IoT intertwine.

## IOT and Big Data Analytics:

However, in order to make the data collected by the devices relevant and helpful, it must first be filtered. Due to the very nature of the IoT framework, there is a predominance of redundancy in the data being collected. Since the data is continuous, it is difficult to extract useful information. To ensure that the data is secure and important, a solid system of protocols and software is needed. Sensor devices are typically used to gather data, and these devices send that data to a centralized server. The data is likewise delivered back to the devices in a similar manner. The network's performance efficiency must be at its highest level for these operations. IoT comprises a variety of heterogeneous networks, including Wireless LAN, Wireless Mesh Networks, and Wireless Sensor Networks (WSN). These networks would facilitate data transmission but also have a number of quality problems, from energy efficiency to performance. IoT and big data are two dimensions of perception that work well together. One of the most important IoT-related tasks is managing the data and getting information from it. In order to be able to learn from IoT data, a suitable analytics platform is needed. Scalable data streams are continuously produced by IoT devices. Utilizing and managing the large amount of stream data is crucial. Big Just scenarios typically include actions rather than data being stream data. IoT data, however, is a continual flow. In an IoT setting, real-time analytics are required. Only when real-time analytics are used on the data that has been stored will the benefits of IoT be observed. Figure 2 illustrates how real-time Big Data analytics and IoT translate to value creation.




**Above image showing Integrated Value Creation**

Though real time analytics provides a greater avenue to generate actionable data implementing to the fullest is a huge task. Implementing real-time analytics in an IoT environment is challenging due to following reasons

- The large number of IOT devices and volume of data generated
- The need for processing and analyzing data at low latencies
- The need for specialized visualization and reporting
- Non-standardized stack techniques and solutions

In order to analyze the data gathered over a long period of time and, as a result, obtain a deeper understanding of systems and their behavior, advanced analytics on IoT data would be helpful. To develop models for predicting future results and optimizing those models. By figuring out how various system parameters relate to one another and what impact they have on one another, you can gather knowledge to estimate variables that sensors would not be able to monitor directly.

## Technology and techniques in big data:

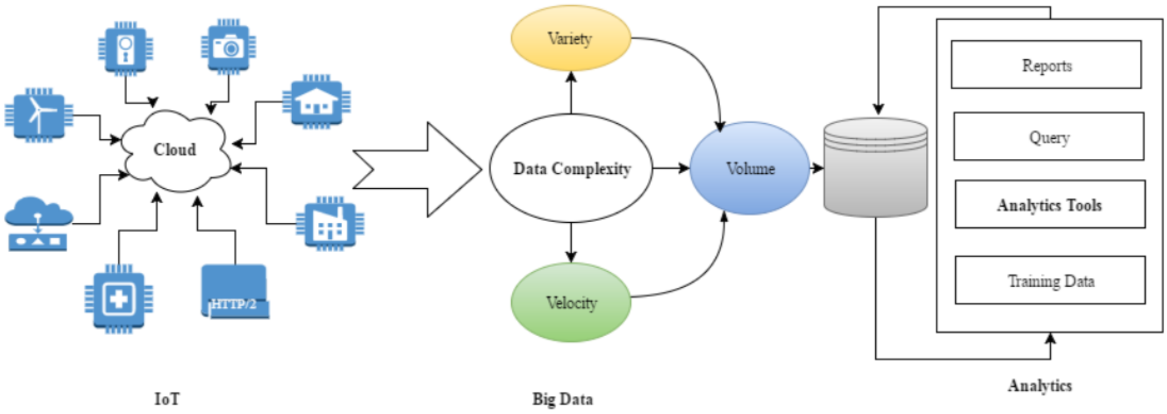
Big data uses a wide range of approaches that are rapidly expanding to retrieve pertinent information. Technologies and analytical methods are used to assault a big data project that is being studied and analyzed. There are numerous software technology goods on the market. The main technique for managing huge data is hadoop. Hadoop is an open source framework that works with massive data collection distributed computing across computer clusters using straightforward programming techniques. A masterpiece work is its software library. Hadoop is made to grow from a single server to thousands of devices. We are able to use affordable hardware, which is one of Hadoop's key advantages. The Hadoop distributed file system offers high-throughput access to massive application data stores. A scalable and distributed database, HBase supports structured data storage for big tables and offers transactional features like updates, removals, and so on. It also supports random checks. Pig is a high-level data flow language and parallel computation execution framework. A scripting language called Apache Pig uses Map Reduce transformations, which include summarizing. Large dataset management and analysis are made possible by the infrastructure of the "hive" data warehouse. Hive QL is a language similar to SQL. Traditional languages include SQL. Sqoop is a software program for transferring large amounts of data. Sqoop is used to import data into HDFS or HBASE from external data bases. A high-performance coordination service for distributed applications is called Zookeepers. Registry is the name of a centralized service that manages configuration data. Avro is a system for serializing data. Cassandra is a scalable, fault-tolerant database. Apache Cassandra has numerous servers and high availability. The Hadoop ecosystem is adopting Tez, a generalized data flow programming framework, along with Hive, Pig, and other frameworks. The data analytics tool Apache Spark is quick. Flume is a trustworthy distributed service for quickly gathering, aggregating, and transporting significant amounts of Big Data. The fundamental traits of the Hadoop framework offer in-depth knowledge of the numerous components intuitive.

## Challenges of IoT:

Although IoT has potential to alter how the Internet functions, there are also issues that must be resolved. These are a few of the main difficulties:

- **Naming and Identity Management:** A distinctive and dynamic method of identifying the enormous number of linked devices is required.
- **Interoperability and standardization:** A key prerequisite for having interoperability among devices is the standardization of the devices.
- **Information Privacy:** The privacy of the data collected must be taken into consideration because it may be essential.
- **Safety and security of objects:** Given the potential for physical damage to dispersed devices, security and safety of gadgets is a problem.
- **Data confidentiality and encryption:** To prevent data from being used improperly, data transmissions must be encrypted.

- **Spectrum:** The gadgets must be able to communicate information over an effective spectrum.
- **Green IoT:** If attempts to reduce consumption are not made, the devices' energy consumption will be high.




**Above image showing big data analytics and IOT data**

Several estimates predict that the use of IOT will produce 4.4 trillion GBytes in 2020, and that this amount will rise in the years that follow. As you might have predicted, the main problem in the field of the Internet of Things is to be able to exploit a tremendous amount of data, hence the usage of big data. In addition, this data must be read, exploited, and transferred within defined time intervals. Big Data and the Internet of Things interact in two directions. IoT has a lot to offer Big Data as well. Developers will require more big data capacity and this industry will expand the more vital IoT are to your daily life and the life of your city. Therefore, it will be crucial to advance data storage technology to create systems that can process even more data. Thus, this relationship might facilitate simultaneous technical advancement in both fields.

Big data adoption in IoT applications is essential. These two technologies are already well-known in the business and IT worlds. Despite the fact that big data development is currently lagging, these technologies are interconnected and should be developed together. IoT deployment generally results in an increase in data volume and variety, creating an opportunity for the use and advancement of big data analytics. Furthermore, the use of big data technologies in IoT accelerates the development of IoT research and business models. To enable the management of IoT data, the relationship between IoT and big data, which is depicted in Figure 1, can be broken down into three steps. Managing IoT data sources is the first step, where connected sensor devices use applications to communicate with one another. For instance, the interaction of gadgets like CCTV cameras, intelligent traffic lights, and smart home gadgets produces vast amounts of data sources in various formats. This information can be kept on the cloud in low-cost commodity storage. The generated data are classified as "big data" in the second step based on their volume, velocity, and variety. These enormous amounts of data are kept in shared distributed fault-tolerant databases in big data files. The final step uses analytics programs like MapReduce, Spark, Splunk, and Skytree to examine the large IoT data sets that have been saved. Starting with training data, the four levels of analytics then progress to analytics tools, queries, and reports.

## Conclusion:

This article focuses on how IoT and Big Data are combining, as well as the function of real-time analytics in IoT. IoT is a developing technology that has the potential to ignite a fresh wave of analytics applications in human daily life. IoT's capacity to scale will enable better applications across a variety of industries, from health care to safe and secure housing. One of the key advantages of IoT is the actionable insight that can be obtained by applying real-time analytics to the "Big Data" of IoT. Big Data analytics are necessary to capitalize on the benefits of IoT. With the spread of smart and sensor devices over the past few years, the growth rate of data production has dramatically increased. Currently, the interaction between IoT and big data requires processing, transforming, and analyzing large amounts of data frequently. This survey was carried out within the framework of big IoT data analytics. We started by looking into current analytics options. There was also discussion of the connection between IoT and big data analytics. Additionally, we put forth a design for big IoT data analytics. A presentation of big data analytics types, techniques, and technologies was also made. Additionally, some reliable use cases were given. Additionally, we discussed various opportunities created by data analytics in the IoT paradigm to further explore the domain. Future research directions were discussed for a number of open research problems.

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