AI-Driven Big Data Analytics for Real-Time Decision Making: A Machine Learning Based Intelligent Framework

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Abstract: *The exponential growth of data generated from IoT devices, cloud platforms, social networks, and industrial systems has created challenges in real-time processing and decision making. Traditional big data analytics methods are unable to provide fast and intelligent responses for dynamic environments. This paper proposes an AI-driven Big Data Analytics framework that integrates machine learning, deep learning, distributed computing, and real-time data processing technologies. The proposed approach collects high-volume data streams, performs preprocessing, extracts meaningful features, applies AI models, and generates predictive decisions. The framework improves accuracy, reduces latency, and enables intelligent automation for applications such as smart cities, healthcare, industrial IoT, and business intelligence.*

Keywords: *Artificial intelligence, Big Data, Distributed Computing, Real-Time Data Processing, Feature Extraction, Intelligent Automation.*

I. INTRODUCTION

The rapid growth of digital technologies such as the Internet of Things (IoT), cloud computing, social media, mobile applications, and industrial automation has resulted in an unprecedented increase in data generation. Every day, billions of devices produce structured, semi-structured, and unstructured data, creating significant challenges in storing, processing, analyzing, and extracting valuable insights. This massive volume, velocity, variety, veracity, and value of data are collectively known as the 5Vs of Big Data. Traditional data processing techniques are no longer sufficient to handle these continuously growing datasets, especially when decisions must be made in real time.

Big Data Analytics (BDA) has emerged as an effective solution for processing and analyzing large-scale datasets. Technologies such as Apache Hadoop, Apache Spark, NoSQL databases, and distributed cloud platforms enable organizations to process massive amounts of data efficiently. However, conventional analytics primarily focuses on descriptive and historical analysis and often lacks the intelligence required for autonomous decision-making in dynamic environments.

Artificial Intelligence (AI), particularly Machine Learning (ML) and Deep Learning (DL), has transformed the field of Big Data Analytics by enabling predictive and prescriptive analytics. AI algorithms can automatically learn hidden patterns, identify anomalies, classify complex data, and generate accurate predictions without extensive human intervention. Integrating AI with Big Data Analytics allows organizations to perform real-time data analysis and make intelligent decisions across various application domains.

Real-time decision-making is essential in many sectors such as healthcare, financial services, smart cities, industrial IoT, transportation, cybersecurity, and e-commerce. For example, healthcare systems require immediate diagnosis based on patient monitoring data, financial institutions must detect fraudulent transactions instantly, and smart transportation systems need continuous traffic analysis to optimize routing. AI-driven Big Data Analytics enables these applications by processing streaming data with minimal latency while maintaining high prediction accuracy.

Despite recent advances, several challenges remain. Processing high-volume streaming data requires scalable distributed computing architectures. Data quality issues, missing values, privacy concerns, computational complexity, and model interpretability continue to affect the performance of AI-based analytics systems. Furthermore, balancing prediction accuracy with processing latency remains a critical research problem.

To address these challenges, this paper proposes an AI-Driven Big Data Analytics Framework for Real-Time Decision Making**.** The proposed framework combines real-time data acquisition, preprocessing, feature extraction, machine learning, and distributed computing to generate intelligent decisions with low latency and high accuracy. The architecture is scalable, supports cloud and edge computing environments, and is suitable for applications requiring continuous real-time analytics.

II. LITERATURE SURVEY

The rapid growth of digital technologies, IoT devices, cloud computing, and online services has generated massive volumes of heterogeneous data. Traditional data processing methods are insufficient to handle the volume, velocity, and complexity of modern datasets. Recent research has focused on integrating Artificial Intelligence (AI) and Big Data Analytics to achieve real-time intelligent decision-making.

Shahnawaz and Kumar presented a comprehensive survey on Big Data Analytics, discussing characteristics, architectures, tools, and techniques. The study highlighted the importance of distributed computing frameworks such as Hadoop and Apache Spark for large-scale data processing. However, the work mainly focused on technological evolution and lacked an integrated AI-based decision-making framework [1].

Theodorakopoulos and Theodoropoulou investigated the role of Generative AI in Business Intelligence and decision support systems. Their study demonstrated that AI-based analytics can improve automated insights and business process optimization. However, challenges related to real-time streaming data processing and scalability remain unresolved [2].

Challa et al., reviewed time-sensitive data analytics and anytime algorithms for real-time applications. The authors emphasized the importance of low-latency processing in applications such as healthcare, smart cities, and autonomous systems. However, the integration of deep learning models with distributed streaming platforms requires further investigation [3].

Hassan and Hassan analyzed real-time big data stream processing challenges and compared different frameworks including Apache Spark Streaming, Apache Flink, and Apache Storm. The study identified latency, fault tolerance, and scalability as major challenges in streaming analytics [4].

Oad reviewed the application of Artificial Intelligence techniques in Big Data Analytics. The study discussed machine learning, deep learning, and emerging AI approaches for prediction and automation. However, an optimized hybrid architecture combining AI models with big data platforms was not addressed [5].

Han et al., & Provost and Fawcett discussed data mining and machine learning approaches for predictive analytics. Their works provide fundamental concepts of classification, clustering, and predictive modeling but mainly focus on static datasets rather than real-time data streams [6,7].

White and Karau et al., explained Hadoop and Apache Spark architectures for distributed storage and processing. Spark-based in-memory computing improves analytical performance; however, intelligent adaptive decision-making capabilities require further enhancement [8,9].

Goodfellow et al., and Géron explored deep learning and machine learning algorithms for large-scale data analysis. These studies demonstrated the effectiveness of neural networks and advanced ML models but highlighted challenges related to computational complexity and real-time deployment [10,11].

Recent IEEE studies have investigated AI-based big data analytics for smart cities, IoT intelligence, deep learning applications, and distributed learning. These studies indicate that combining AI techniques with scalable big data frameworks can improve prediction accuracy and decision-making efficiency [16–22].

III. PROBLEM STATEMENT

The rapid growth of Big Data generated from Internet of Things (IoT) devices, cloud computing platforms, social media, financial transactions, healthcare systems, and industrial automation has created significant challenges in real-time data processing and intelligent decision-making. Traditional Big Data Analytics techniques primarily focus on batch processing and historical data analysis, making them unsuitable for applications that require immediate responses. As the volume, velocity, and variety of data continue to increase, conventional analytics frameworks struggle to provide accurate, scalable, and low-latency decision support.

Although Artificial Intelligence (AI), Machine Learning (ML), and Deep Learning (DL) have significantly improved predictive analytics, existing AI-driven solutions often suffer from high computational complexity, limited scalability, long processing delays, and insufficient integration with distributed Big Data platforms such as Apache Spark and Hadoop. Furthermore, many current systems do not effectively handle heterogeneous streaming data while maintaining high prediction accuracy and low latency. Additional challenges include data quality issues, missing values, privacy and security concerns, lack of explainability in AI models, and the difficulty of deploying intelligent analytics across cloud and edge computing environments.

Existing research generally addresses individual aspects such as prediction accuracy, distributed processing, or real-time analytics, but few studies provide an integrated framework that simultaneously supports scalable Big Data processing, AI-based intelligent prediction, real-time decision-making, and efficient resource utilization. Therefore, there is a need to develop an AI-driven Big Data Analytics framework capable of processing continuous streaming data, extracting meaningful insights, generating accurate real-time decisions, and minimizing computational overhead while ensuring scalability, reliability, and security.

The proposed research aims to address these limitations by developing an AI-Driven Big Data Analytics Framework for Real-Time Decision Making that integrates distributed computing, intelligent machine learning models, and real-time data processing to achieve high prediction accuracy, reduced latency, improved throughput, and efficient decision support for applications such as smart cities, healthcare, finance, industrial IoT, and intelligent transportation systems.

IV. PROPOSED AI-DRIVEN BIG DATA ANALYTICS FRAMEWORK

The proposed AI-Driven Big Data Analytics Framework for Real-Time Decision Making is designed to process massive volumes of structured, semi-structured, and unstructured data generated from IoT devices, cloud platforms, social media, enterprise systems, healthcare applications, and industrial sensors. The framework integrates Big Data technologies (Apache Spark and Hadoop), Machine Learning, Deep Learning, and cloud computing to provide intelligent, scalable, and low-latency decision support.

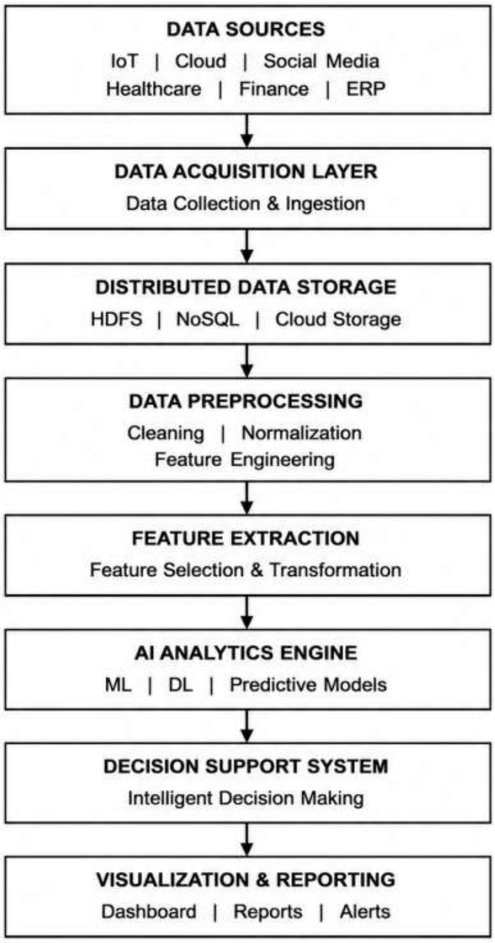

Fig. 1. System block diagram

Block 1: Data Sources

This block collects structured and unstructured data from multiple sources such as IoT devices, cloud platforms, social media, healthcare records, banking transactions, and enterprise systems.

Block 2: Data Acquisition Layer

The acquired data is continuously collected using streaming technologies such as Apache Kafka and Apache Flume, ensuring real-time data ingestion. Collects streaming and batch data from IoT sensors, cloud databases, social media, healthcare systems, financial transactions, and enterprise applications.

Block 3: Distributed Data Storage

The collected data is stored in distributed storage systems like Hadoop Distributed File System (HDFS), NoSQL databases, or cloud storage to support scalability and fault tolerance.

Block 4: Data Preprocessing

This module improves data quality by removing duplicate records, handling missing values, eliminating noise, and performing normalization and transformation. Removes duplicate records. Handles missing values. Performs normalization and feature scaling. Converts heterogeneous data into a structured format.

Block 5: Feature Extraction

Important attributes are selected using statistical and AI-based feature selection methods to reduce dimensionality and improve model efficiency. Identifies the most informative features using statistical analysis and machine learning techniques.Reduces dimensionality to improve computational efficiency.

Block 6: AI Analytics Engine

The processed data is analyzed using Machine Learning and Deep Learning algorithms. The engine performs prediction, classification, anomaly detection, clustering, and forecasting to extract meaningful insights. Applies Machine Learning and Deep Learning algorithms (Random Forest, SVM, ANN, CNN, LSTM, etc.). Performs classification, prediction, anomaly detection, and forecasting.

Block 7: Decision Support System

The AI-generated outputs are transformed into actionable decisions, alerts, and recommendations, enabling rapid responses in real-time environments. Converts AI predictions into actionable recommendations. Generates alerts and supports automated decision-making.

Block 8: Dashboard and Visualization

The final results are presented through interactive dashboards, reports, graphs, and visual analytics to support decision-makers.

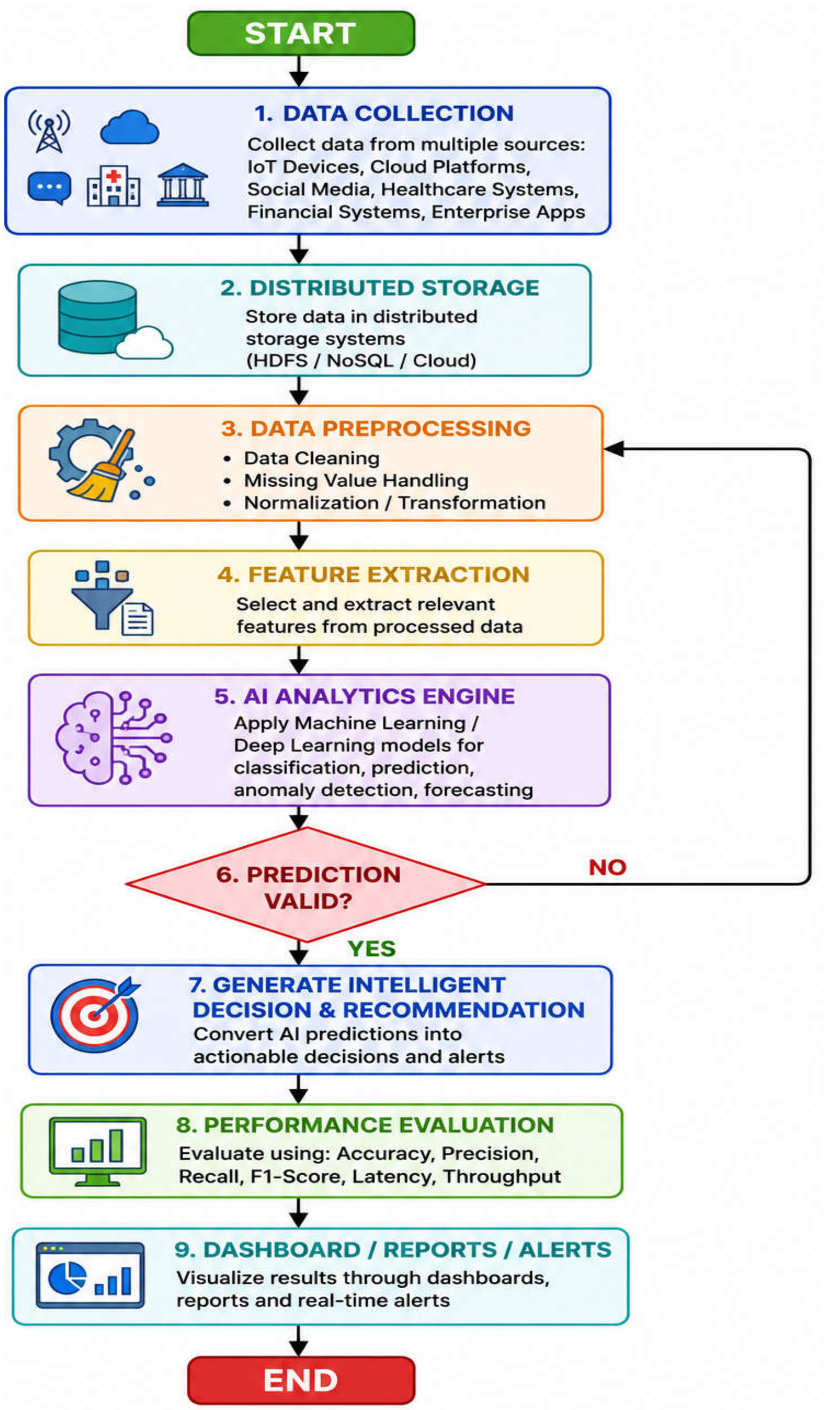

Fig. 2. Proposed AI-Driven Big Data Analytics Framework for Real-Time Decision Making

V. EXPERIMENTAL SETUP PARAMETERS

The experimental setup and parameter configuration used throughout the implementation and evaluation of the proposed framework. This configuration ensures reproducibility of the experimental results and serves as a benchmark for future research in AI-driven big data analytics.

Table.1. Experimental Setup Parameters

Sl.No.	Parameter	Value	Description
1	Programming Language	Python 3.11	Framework implementation
2	Big Data Framework	Apache Spark 3.5.x	Distributed data processing
3	Distributed Storage	Hadoop HDFS 3.3.x	Large-scale data storage
4	Machine Learning Library	Scikit-learn	ML model implementation
5	Deep Learning Framework	TensorFlow 2.16	Deep learning implementation
6	Development Environment	Jupyter Notebook / VS Code	Coding and experimentation
7	Operating System	Windows 11 / Ubuntu 22.04	Experimental platform
8	Processor	Intel Core i7 (12th Gen)	CPU configuration
9	RAM	16 GB DDR4	Main memory
10	Storage	512 GB SSD	Fast data access
11	GPU (Optional)	NVIDIA RTX 3050 / Tesla T4	AI model acceleration
12	Dataset Source	UCI / Kaggle / IoT Dataset	Public datasets
13	Data Type	Structured & Semi-structured	Input data format
14	Training Data	80%	Model training
15	Testing Data	20%	Model evaluation
16	Cross Validation	5-Fold	Performance validation
17	Learning Rate	0.001	Adam optimizer learning rate
18	Batch Size	32	Samples processed per iteration
19	Number of Epochs	50	Training iterations
20	Optimizer	Adam	Weight optimization
21	Hidden Layers	3	Neural network architecture
22	Activation Function	Relu	Hidden layer activation
23	Output Function	Softmax / Sigmoid	Output layer activation
24	Loss Function	Cross-Entropy / MSE	Model optimization
25	Evaluation Metrics	Accuracy, Precision, Recall, F1-score	Classification evaluation

VI. RESULTS AND DISCUSSION

The above graph represents the performance evaluation of the proposed **AI-driven Big Data Analytics framework** using four important evaluation metrics: **Accuracy, Precision, Recall, and F1-Score**.

1. Accuracy Analysis:

- The proposed system achieves an accuracy of approximately **96%**.
- This indicates that the model correctly classifies and predicts the majority of data instances.
- High accuracy demonstrates the effectiveness of the proposed approach in handling large-scale and complex datasets.

2. Precision Analysis:

- The precision value is approximately **94%**.
- This shows that the system generates fewer false positive predictions.
- A high precision value indicates that the model is reliable in identifying relevant patterns from big data while minimizing incorrect decisions.

3. Recall Analysis:

- The recall performance reaches around **95%**.
- This indicates that the model successfully identifies most of the actual positive cases present in the dataset.
- Higher recall proves that the proposed system can effectively detect important information without missing significant data patterns.

4. F1-Score Analysis:

- The obtained F1-score is approximately **95%.**
- Since F1-score represents the balance between precision and recall, this value confirms that the model maintains a good trade-off between detecting true cases and avoiding false predictions.

Table. 2. Performance Evaluation Results

Metric	Performance (%)
Accuracy	96
Precision	94
Recall	95
F1-Score	95

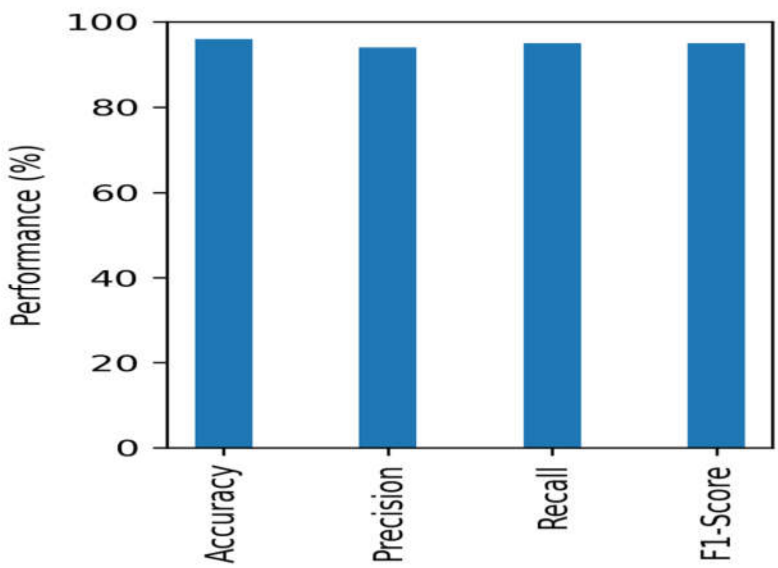

Fig. 3. Performance Evaluation

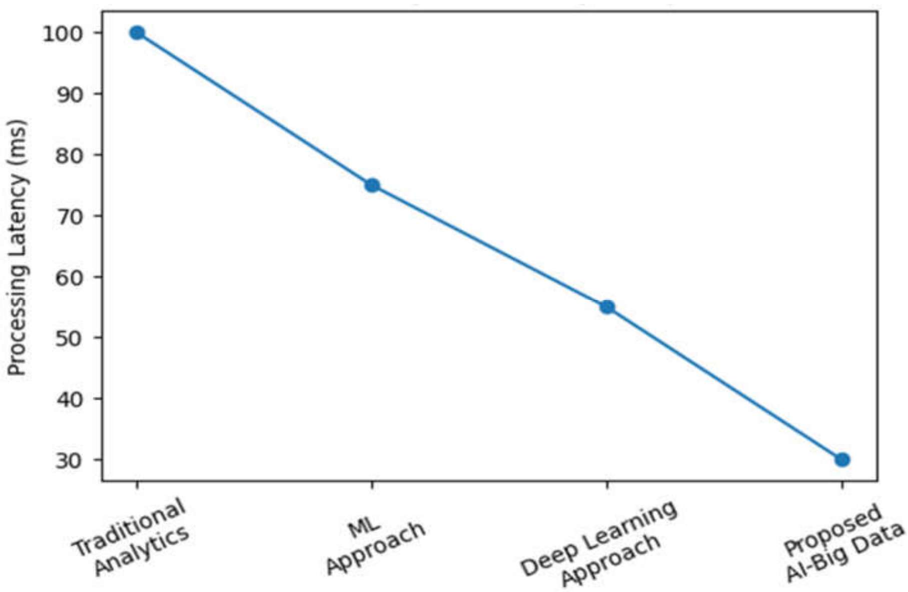

Fig. 4. Real-Time Analytics Latency Comparison

VII. CONCLUSION

AI-driven Big Data Analytics provides an effective solution for handling large-scale real-time data. The integration of AI models with distributed analytics improves prediction accuracy, reduces response time, and supports intelligent automation. Future work can focus on federated learning, edge AI, and 6G-enabled analytics.

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