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Big Data Analytics: A Literature Review Paper

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Abstract: *In the age of information, decision-makers now have access to an enormous amount of data. The term "big data" refers to datasets that are not only large but also extremely diverse and fast, making it challenging to deal with them using conventional methods and tools. In order to handle and extract value and knowledge from these datasets, it is necessary to investigate and provide solutions due to the rapid growth of such data. In addition, decision-makers need to be able to draw useful conclusions from such a wide range of data that is constantly changing, such as data from daily transactions, customer interactions, and social network data. Using big data analytics, which is the application of advanced analytics methods to big data, such value can be provided. The purpose of this paper is to look at some of the various analytics tools and methods that can be used with big data, as well as the opportunities provided by using big data analytics in different decision domains.*

Keywords: Big Data, Data Mining, Analytics, Decision Making

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