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Big Data Analytics in E-Commerce using Distributed Deep Neural Networks

D Bhanu Priya[1], Dr. Yanamala Subba Reddy[2], Palagiri Mabjan[3]
[1]Assistant Professor, Department of Computer Science & Engineering
[2]Professor & HOD, Department of Computer Science & Engineering, Sai Rajeswari Institute of Technology Proddatur, India
[3]Assistant Professor, Department of Computer Applications, Annamacharya University, Rajampet, India

Abstract: Currently, there is a pressing need to emphasize big data analytics (BDA) within the e-commerce sector. Despite its potential, BDA remains not sufficiently explored, which obstructs both its theoretical and practical advancement. This paper systematically reviews the literature on BDA in e-commerce, offering a comprehensive framework that addresses its definitional aspects, characteristics, types, business values and challenges within the e-commerce context. Furthermore, the paper encourages broader discussions regarding future research challenges and opportunities in both theoretical and practical domains. Overall, the findings provide a thorough understanding of various BDA concepts, offering deeper insights into its diverse applications in e-commerce. In recent years, distributed deep neural networks (DDNNs) and neural networks (NNs) have demonstrated exceptional performance across a wide range of applications. For instance, deep convolutional neural networks (DCNNs) have continuously acquired new and additional features for various tasks in computer vision. Concurrently, a large number of end devices including Internet of Things (IoT) devices, has expanded significantly. These devices present attractive targets for machine learning applications due to their frequent connection to sensors such as cameras, microphones, and gyroscopes, which record substantial amounts of input data in a streaming mode. This study delineates the architecture of a Distributed Deep Neural Network (DDNN) that encompasses various computational hierarchies, including multiple end devices, edge nodes, and cloud platforms. The proposed concept is recognized for being new due to its belief in two fundamental layers: the convolutional layer and the pooling layer. The primary aim of integrating these two layers is to achieve optimal performance outcomes. Our findings demonstrate that the proposed methodology yields superior results in terms of accuracy and cost-effectiveness, achieving a precision rate of 99% and an economical cost of 25. Consequently, we conclude that these results surpass those reported in recent literature.

Index Terms: big data analytics, e-commerce, deep convolutional neural networks, IoT, business value, neural networks, convolutional layer, pooling layer, artificial intelligence, cloud computing, deep learning.

I. INTRODUCTION

With the advent of internet-based technologies, such as digital sensors and cloud computing, a substantial volume of data is being generated and stored [1]. BDA is the process of predictive analysis is done on a huge amount of data to create meaningful insights from large volumes of data and improve overall business performance. Based on the data variety, velocity and volume are called Big Data [2]. Many companies take advantage of analysing these big data to enhance their business strategy and gain profits [3].

A novel approach to BDA in e-commerce research using DDNN on cloud computing involves leveraging the power from e-commerce websites, utilizing distributed deep learning architectures to identify complex patterns and generate invaluable insights for personalized marketing, product recommendations, customer segmentation, and fraud detection, all while scaling seamlessly to handle large data volumes and diverse datatypes.DDNNs over distributed computing hierarchies, including cloud, the edge (fog) and end devices. Due to its distributed nature, DDNNs enhance sensor fusion, system fault tolerance and data privacy for DNN applications [4]. In the implementation of a DDNN, sections of a Deep Neural Network (DNN) are mapped onto a distributed computing hierarchy. The DDNN balances the geographical diversity of sensors which enhances object recognition accuracy and reduce communication costs. Additionally, it processes sensor data on end devices to achieve improved accuracy and further minimize communication cost and processes sensor data on end devices to achieve accuracy and reduce communication cost compare to old. It splits computational problems that require high storage and solving time into many subproblems that can be assigned to multiple machines. This enables increase their productivity by running parallel experiments over many devices i.e. Servers like GPUs (Graphical processing units), TPUs (Ticks per second).

The combination of BDA and deep learning, especially distributed CNNs, is transforming e-commerce by enabling more accurate predictions, personalized experiences, and efficient operations. It reviews the promotions faced by number of e-commerce traders while implementing big data analytics.

The article is organized into five sections. Section II covers the Big data Analytics in e-commerce using Distributed CNN Architectures and Deep Learning. Section III details the ideas behind the Neural Networks using the proposed architecture of CNN Section III also focuses on the detailed architecture of CNN in depth. Section IV discusses the main challenges and presents future directions. Finally, Section V presents about determinations and decisions.

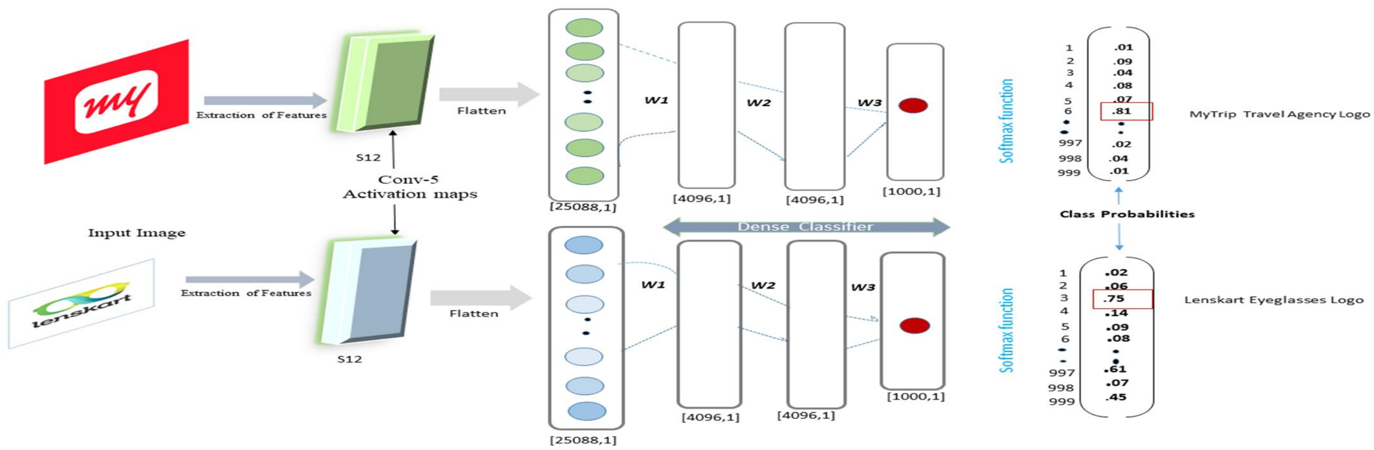

Fig.1.E-commerce data in convolutional neural networks.

II. RELATED WORK

Big data encompasses a substantial volume of both structured and unstructured data, which poses significant challenges for processing using conventional database and software methodologies. In many enterprise contexts, the data volume is exceedingly large, surpassing current processing capabilities. Currently, big data refers to the extensive quantities of details that commerce gather and process daily, including sales figures, customer behaviours, social media statistics, and more. Humans are expected to produce 175 zettabytes of data in the online realm by 2025. Data Scientist Epsilon, "80% of purchasers are likely to make a purchase when brands offer personalized experiences," and 73% of business shoppers also predict individual experiences during purchasing [5].

In this paper, big data analytics in e-commerce extensively utilizes deep learning, particularly distributed convolutional neural networks (CNNs), to analyze vast datasets and enhance decision-making. These networks, designed to extract features from image data, are applied in areas such as product recommendation, fraud detection, and market trend analysis, where large, complex datasets are prevalent. Deep learning algorithms, including CNNs, are adept at analyzing intricate patterns within big data.

Convolutional Neural Networks (CNNs) shine at processing structured data such as images, text, and audio, rendering them valuable for various e-commerce applications. Distributed CNNs employ multiple computing devices to train and deploy models on larger datasets, which is essential for managing the scale of e-commerce data. Customer analytics, personalization, offer optimization, and boosted marketing are primary sources of big data in the e-commerce industry, including search engine results, social media, comparison websites, and tools.

III. CONVOLUTIONAL NEURAL NETWORK ARCHITECTURE FRAMEWORK

CNNs are a class of deep, feed-forward artificial neural networks to analyze visual imagery. CNNs represent a technical subset of machine literacy models, specifically distributed under deep literacy algorithms, and are particularly complete at assaying visual data. CNNs are constantly employed in processing tasks involving images and vids, demonstrating high delicacy in object identification. They're generally employed in computer vision operations, similar as image recognition and object discovery, with current use cases including independent vehicles, facial recognition systems, and medical image analysis [6]. A CNN is generally composed of multiple layers, which can be classified into three primary orders convolutional layers, pooling layers, and completely connected layers. As data progresses through these layers, the complexity of the CNN increases, enabling the network to precipitously identify larger parts of an image and further abstract features.

In Fig.1. The activation maps from the final convolutional layer Conv- 5 of a trained CNN network represent meaningful information regarding the content of a particular image. Flash back that each spatial position in a point chart has a spatial relationship with the original input image. thus, completely connected layers in the classifier allows the thick classifier to reuse content from the entire image. Connecting the flattened affair from the last convolutional layer is Flatten layer in a completely connected manner to the classifier which consider information from the entire image [7]. To make this further concrete, let’s assume we've a trained model (all the weights in the network are fixed). Now consider an input image of an auto and giant. As the data for each image are reused through the network, the performing point charts at the last convolutional layer will look much different due to the input image content differences. When the final point activation charts are reused through the classifier, combining the point maps and the trained weights will lead to advanced activations for the specific affair neurons associated with each input image type.
The(ideational) dotted lines between the completely connected layers represent pathways leading to the loftiest activations in the affair neurons (i.e., large weights coupled with high activations at each layer). In reality, there are over 100 Million connections between the smoothed activation charts[8] and the first completely connected layer in the classifier.

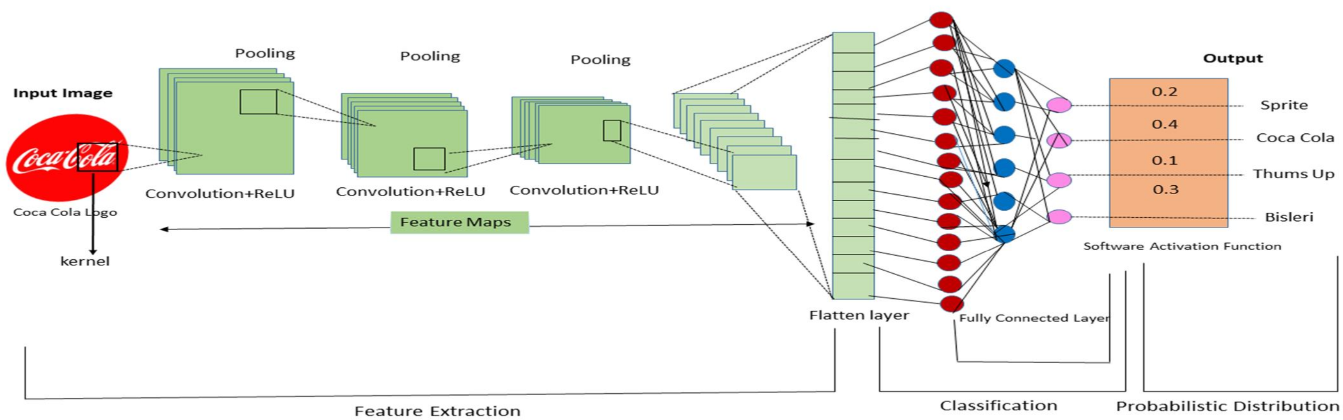

Fig.2. Detailed View of convolutional neural networks Architecture.

In Fig.2. CNN is combination of three or more different types of layers’ convolutional layers, pooling layers, and completely-connected(FC) layers. The activation function and the hustler estate are two more important factors in addition to these three layers. Convolution estate is a method which used to identify further intricate characteristics in the image. likewise, in order to given on-linearity to the network, remedied direct units(ReLU) are constantly used as activation functions inside these layers. In addition, CNNs constantly use pooling procedures to drop the point maps' spatial confines, which results in an affair volume that's easier to handle. Convolutional layers are essential to machine knowledge models [9] for operations like image type and natural language processing because they help to extract important features from the input data.

Feature Map = Input Image X Filter

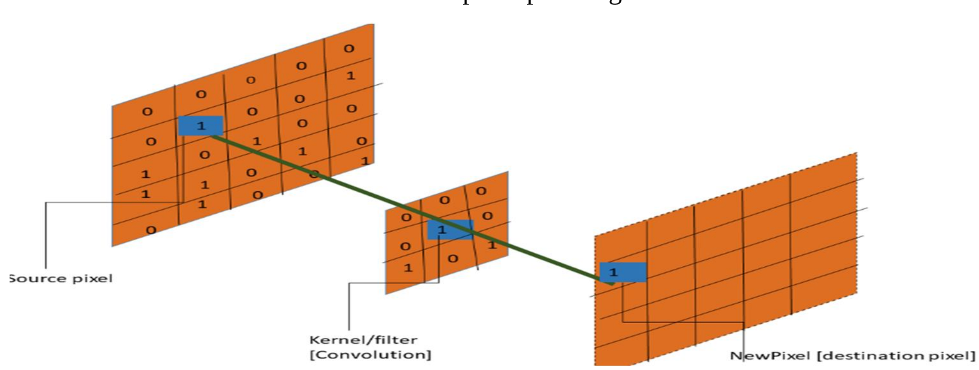

Fig.3. Convolution layer view

Pooling Layer which intends to gradually decrease the spatial dimension of the representation. The pooling layer handles every point chart singly.

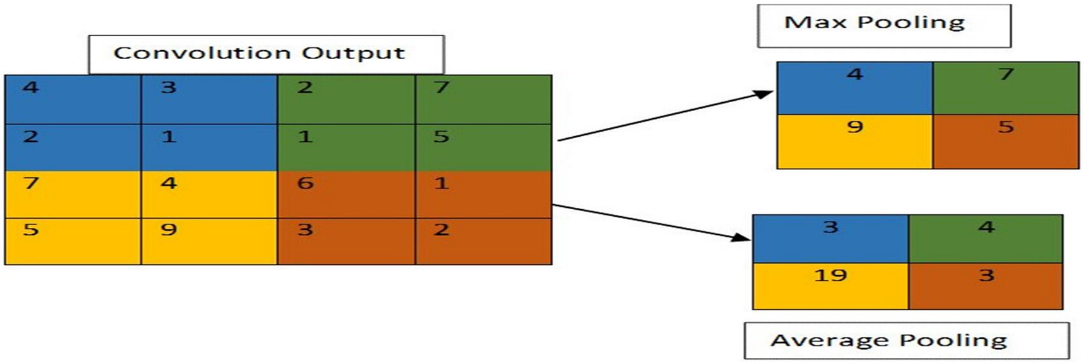

Fig.4. Pooling layer view

Fully Connected Layer which contains the weights and impulses along with the neurons and connects the neurons between the two distinct layers. These layers comprise the final many situations of CNN architecture and are often positioned prior to the output layer.

Dropout Layer: All characteristics are generally associated with the FC layer in the training dataset, which leads to overfitting [10]. This problem is answered by using the dropout layer, which decreases the model's size during training by removing a small number of neurons from the neural network. An any kind of dropout of 0.4 causes 40 of the nodes to leave the neural network.

Activation Function determines which model data points should point ahead and which one should not point at the end of the network [13]. As a result, the non-linearity of the network increases, several activation functions are used including the sigmoid, tanH, Softmax, and ReLU. Both sigmoid and softmax functions are recommended for a CNN model used for binary classification, for multi-class classification, softmax is frequently employed. In simple terms, in a CNN model, activation functions decide whether to spark a neuron or not.

Retail: CNNs are used by e-commerce merchants in visual hunt systems that let guests look for items using pictures rather than words. By finding particulars that visually match those that a client has shown interest in, online shops employ CNNs to enhance their recommender systems.

CNN learns how to label a picture or a group of things in a picture. Let’s bandy a many real- life operations of this technology.

Logo detection in social media analytics Brands Cover social media textbook posts with their brand mentions to learn how consumers perceive, estimate, interact with their brand, as well as what they say about it and why. That’s called social listening(visualistening). The fact that further than 80 percent of images on social media with a brand logo don't have a company name in a caption complicates visual listening. How to gain perceptivity into this case? *Withlogodetection* It’s not only measuring brand mindfulness. Businesses are using logo discovery to calculate ROI from financing sports events or to define whether their logo was misused.

Training CNNs effectively requires careful consideration of colorful factors and the operation of specific algorithms and ways. This section provides practical advice for training CNNs, including data addition, regularization algorithms [11], learning rate schedules, handling overfitting with algorithmic approaches, and perfecting conception using advanced algorithms known as Hyperparameters [12] (settings and configurations that are allocated before training the model)

Data augmentation: Data augmentation ways for images include arbitrary reels, restatements, flips, zooms, and brilliance adaptations [14]. Applying these encourages sparsity (numerous weights come zero), while L2 shrinks weights towards zero but does not beget sparsity, helping to help large weights that can lead to overfitting.

*Dropou*t aimlessly drops a bit of neurons during training. This forces the remaining neurons to learn further robust features, precluding the network from counting too heavily on individual neurons.

Batch Normalization, which enhances training stability and may lessen overfitting by regularizing each layer's activations.

Hyperparameters in CNNs are very crucial to observe model performance and generalization. By carefully selecting and optimizing these parameters, it's possible to significantly improve a CNN's ability to accurately predict on unseen data.

Key Hyperparameters for Generalization:

- *Number of Convolutional Layers* adding the number of convolutional layers can allow the network to learn more complex features, potentially perfecting performance on gruelling tasks.
- *Number of filters* in each convolutional layer determines the quantum of information the network can capture; further filters can lead to richer feature extraction.
- *Filter Size:* The size of the convolutional filters affects the open field of the network, which determines how much of the input image is considered by a given neuron.
- *Stride* determines how important the slime moves across the input image in the time of complication.
- As the input image travels through the network, padding can aid in preserving its spatial boundaries.
- Dropout Probability is a systematization technique that allows for training without worrying about deactivating neurons.
- Batch size has an impact on training speed and delicacy as well as how the training data is reused.
- The number of training ages dictates how many times the network processes the complete training dataset.
- *Learning Rate:* The literacy rate determines how quickly the network's weights are streamlined during training. A precisely tuned literacy rate can help the network meet more quickly [7].

TensorFlow has high level API machine learning framework that Google created and used to design, make, and train deep learning models. You can use the TensorFlow framework do numerical calculations, which in itself does not feel each too special, but these calculations are done with data inflow graphs In TensorFlow graphs, nodes or points which represents fine operations, while the edges represents the data, which generally are multidimensional data arrays or tensors, that are communicated between these edges. It's one of the most popular deep learning fabrics, which has APIs available in number of languages both for constructing and executing a TensorFlow graph. Purpose of TensorFlow framework is designed to work with large data sets made up of many different individual attributes. Any data that you want to process with TensorFlow stores data in the multi-dimensional array. Dimension is called tensor.

The list of specific libraries available to develop deep literacy operations similar as Keras, TensorFlow, Torch.TensorFlow’s stylish rates makes law development easy and readily available APIs. which increases the process of training a model, also the chances of crimes in the program are also reduced, generally by 55 to 85 percent.

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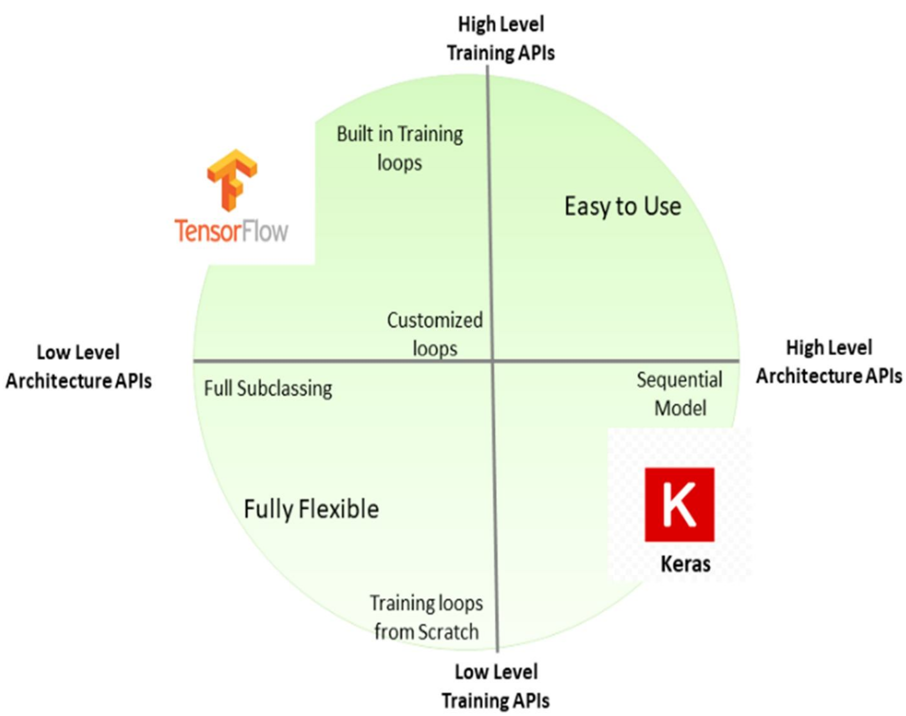

Fig.5.CNN with tensorflow and keras Framework

IV. CONCLUSION & FUTURE SCOPE

CNNs have broken across their intended domain to influence a wide range of disciplines, including image recognition and object detection [16]. In healthcare, they're reconsidering diagnostics and patient care; in automotive diligence and in the realm of particular technology, they made facial recognition a part of our daily lives. The challenges that CNNs face, similar as addressing bias and enhancing fairness, are not just specialized hurdles but also ethical imperatives [17]. As we continue to upgrade these models. In the future, CNNs will only reach greater heights thanks to developments in technology and algorithms [18]. The integration with edge computing and the disquisition of new infrastructures which promises to unleash indeed more capabilities.

The ongoing exploration and development in the field are not just about making CNNs briskly or more effective; it's about expanding the boundaries of what's possible. In summary, understanding CNNs is not just about comprehending a technology; it's about recognizing a dynamic and evolving field that's shaping the future of AI [19]. As we stand on the point of new discoveries and inventions, CNNs will really continue to be a driving force in the trip of artificial intelligence [20], profoundly impacting society and cover the way for an unborn replete with possibilities and advancements.

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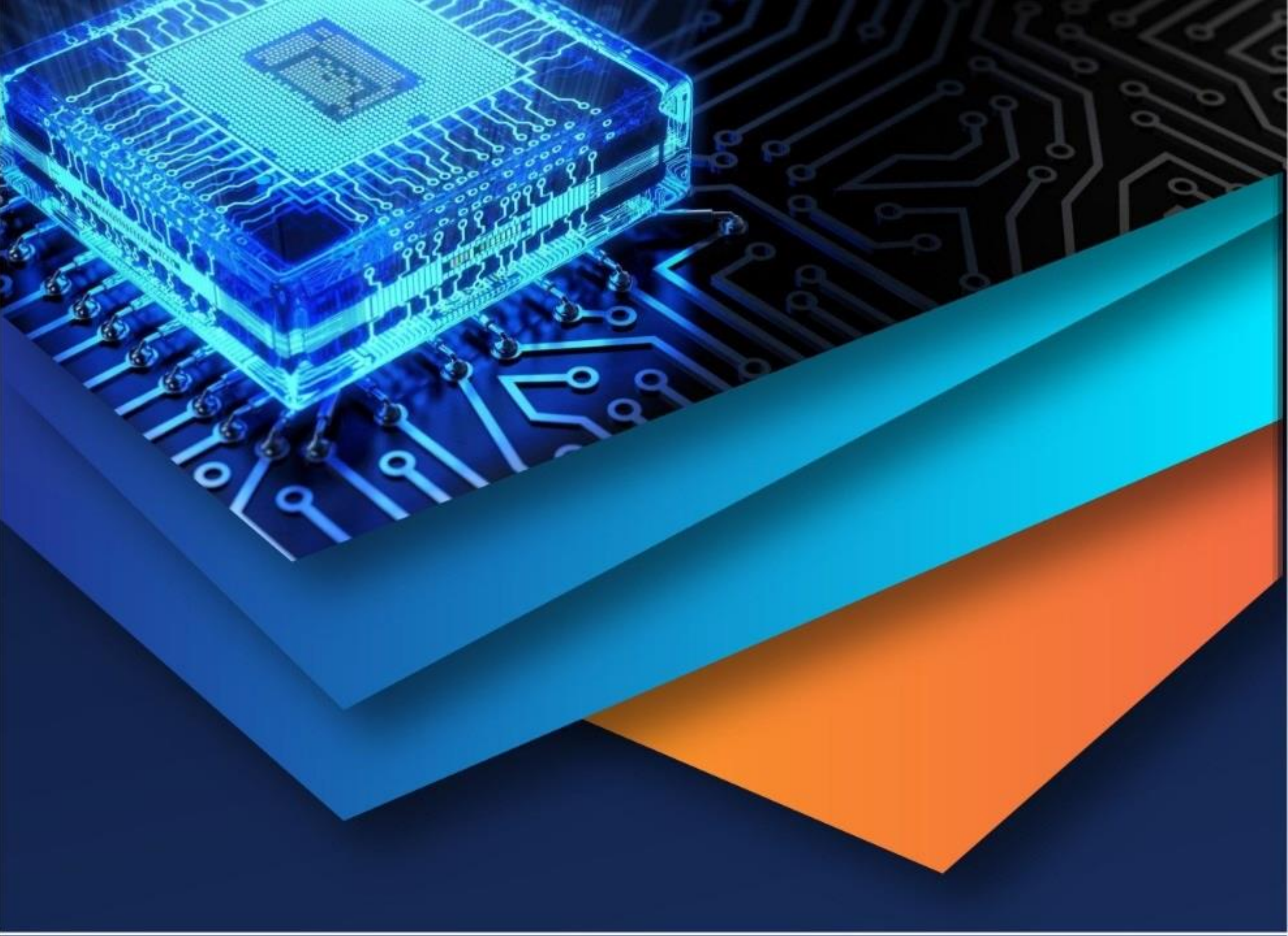
D.Bhanu Priya, Assistant Professor, Department of Computer Science & Engineering, Proddatur AP, India. She received her M. Tech degree in Computer Science & Engineering from JNTUA.Her area of research are Software Engineering, Software Project Management, Operating Systems, Data Mining, Database management Systems, Java, Web Technologies, Design of Analysis of Algorithms, Computer Organization, Computer Networks, Distributed Systems, Unix & Shell Scripting, cryptography & Network Security, Cloud Computing, Design Patterns.

Dr.Y. Subba Reddy, Professor & HOD, Department of Computer Science & Engineering, Sai Rajeswari Institute of Technology, Proddatur AP, India. He received his M.E degree in Computer Science & Engineering from Sathyabama University, Chennai, TN, Ph.D from Sri Venkateswara University, Tirupati, AP, India. His area of research is Recommended Systems, Databases, Data Mining, Machine Learning, Intelligent Systems and Software Engineering.

PALAGIRI MABJAN is working as an Assistant Professor of Master of Computer Applications, Annamacharya University, Rajampet.Annamaya (Dt), A.P. She completed Post Graduation in Master of Computer Applications in Year of 2022. She has 02 years of teaching experience, being a faculty in AITS. Her area of research is Big Data, Data Science, Machine Learning, Cyber Security, Data Structures, Programming Languages (C, C++, Java, Python),



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