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Data Mining Challenges With Big Data

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Abstract: ***Data analysis is a clear bottleneck in many applications, both due to lack of scalability of the underlying algorithms and due to the complexity of the data that needs to be analyzed. The value of data explodes when it can be linked with other data, thus data integration is a major creator of value. Since most data is directly generated in digital format today, we have the opportunity and the challenge both to influence the creation to facilitate later linkage and to automatically link previously created data. Data analysis, organization, retrieval, and modeling are other foundational challenges. Big Data concern large-volume, complex, growing data sets with multiple, autonomous sources. With the fast development of networking, data storage, and the data collection capacity, Big Data are now rapidly expanding in all science and engineering domains, including physical, biological and biomedical sciences. This paper presents about the data mining and its challenges with big data.***
Keywords—Big Data, data mining, Big data semantics, Big Data mining algorithms

I. INTRODUCTION

We are awash in a flood of data today. In a broad range of application areas, data is being collected at unprecedented scale. Decisions that previously were based on guesswork, or on painstakingly constructed models of reality, can now be made based on the data itself. Such Big Data analysis now drives nearly every aspect of our modern society, including mobile services, retail, manufacturing, financial services, life sciences, and physical sciences.Big data is a broad term for data sets so large or complex data processing applications are inadequate. Challenges include analysis, capture, curation, search, sharing, storage, transfer, visualization, and information privacy. The term often refers simply to the use of predictive analytics or other certain advanced methods to extract value from data, and seldom to a particular size of data.

The rise of Big Data applications where data collection has grown tremendously and is beyond the ability of commonly used software tools is to capture, manage, and process within an acceptable elapsed time. The most fundamental challenge for Big Data applications is to explore the large volumes of data and extract useful information or knowledge for future actions means we need to mine user interested data. In many situations, the Data Mining process has to be very efficient and close to real time because storing all observed data is nearly infeasible.

A. Characteristics Of Big Data

Big data can be described by the following characteristics:

1) *Volume* – The quantity of data that is generated is very important in this context. It is the size of the data which determines the value and potential of the data under consideration and whether it can actually be considered Big Data or not.
2) *Variety* - This means that the category to which Big Data belongs to is also a very essential fact that needs to be known by the data analysts. This helps the people, who are closely analyzing the data and are associated with it.
3) *Velocity* - The term 'velocity' in the context refers to the speed of generation of data or how fast the data is generated and processed to meet the demands and the challenges which lie ahead in the path of growth and development.
4) *Variability* - This is a factor which can be a problem for those who analyze the data. This refers to the inconsistency which can be shown by the data at times.
5) *Veracity* - The quality of the data being captured can vary greatly. Accuracy of analysis depends on the veracity of the source data.
6) *Complexity* - Data management can become a very complex process, especially when large volumes of data come from multiple sources.

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II. DATA MINING CHALLENGES WITH BIG DATA

Big Data processing framework, which includes three tiers from inside out with considerations on data accessing and computing (Tier I), data privacy and domain knowledge (Tier II), and Big Data mining algorithms (Tier III). The challenges at Tier I focus on data accessing and arithmetic computing procedures.

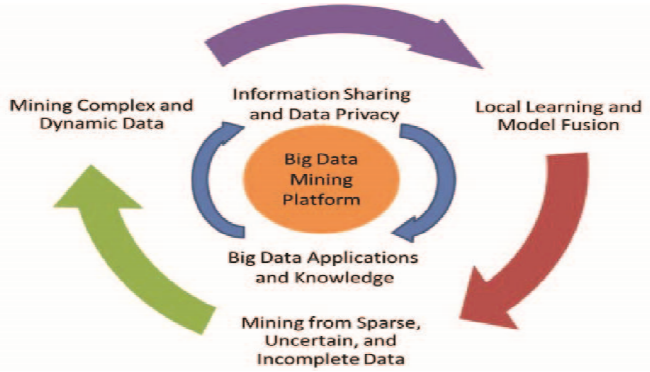

Fig 1: Big Data processing Framework

The challenges at Tier II center on semantics and domain knowledge for different Big Data applications. At Tier III, the data mining challenges concentrate on algorithm designs in tackling the difficulties raised by the Big Data volumes, distributed data distributions, and by complex and dynamic data characteristics.

A. Tier I: Big Data Mining Platform

In typical data mining systems, the mining procedures require computational intensive computing units for data analysis and comparisons. A computing platform is, needed to have efficient access to, at least, two types of resources: data and computing processors. For small scale data mining tasks, a single desktop computer, which contains hard disk and CPU processors, is sufficient to fulfill the data mining goals. Indeed, many data mining algorithm are designed for this type of problem settings. For Big Data mining, because data scale is far beyond the capacity that a single personal computer (PC) can handle, a typical Big Data processing framework will rely on cluster computers with a high-performance computing platform, with a data mining task being deployed by running some parallel programming tools, such as MapReduce or Enterprise Control Language (ECL), on a large number of computing nodes (i.e., clusters).

B. Tier II: Big Data Semantics and Application Knowledge

Semantics and application knowledge in Big Data refer to numerous aspects related to the regulations, policies, user knowledge, and domain information. The two most important issues at this tier include 1) data sharing and privacy; and 2) domain and application knowledge. The former provides answers to resolve concerns on how data are maintained, accessed, and shared; whereas the latter focuses on answering questions like “what are the underlying applications ?” and “what are the knowledge or patterns users intend to discover from the data ?”

C. Tier III: Big Data Mining Algorithms

1) *Local Learning and Model Fusion for Multiple Information Sources:* As Big Data applications are featured with autonomous sources and decentralized controls, aggregating distributed data sources to a centralized site for mining is systematically prohibitive due to the potential transmission cost and privacy concerns. On the other hand, although we can always carry out mining activities at each distributed site, the biased view of the data collected at each site often leads to biased decisions or models, just like the elephant and blind men case. Under such a circumstance, a Big Data mining system has to enable an information exchange and fusion mechanism to ensure that all distributed sites (or information sources) can work together to achieve a global optimization goal. Model mining and correlations are the key steps to ensure that models or patterns discovered from multiple information sources can be consolidated to meet the global mining objective. More specifically, the global mining

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can be featured with a two-step (local mining and global correlation) process, at data, model, and at knowledge levels. At the data level, each local site can calculate the data statistics based on the local data sources and exchange the statistics between sites to achieve a global data distribution view. At the model or pattern level, each site can carry out local mining activities, with respect to the localized data, to discover local patterns. By exchanging patterns between multiple sources, new global patterns can be synthetized by aggregating patterns across all sites. At the knowledge level, model correlation analysis investigates the relevance between models generated from different data sources to determine how relevant the data sources are correlated with each other, and how to form accurate decisions based on models built from autonomous sources.

2) *Mining from Sparse, Uncertain, and Incomplete Data:* Spare, uncertain, and incomplete data are defining features for Big Data applications. Being sparse, the number of data points is too few for drawing reliable conclusions. This is normally a complication of the data dimensionality issues, where data in a high-dimensional space (such as more than 1,000 dimensions) do not show clear trends or distributions. For most machine learning and data mining algorithms, high-dimensional spare data significantly deteriorate the reliability of the models derived from the data.

3) *Mining Complex and Dynamic Data:* The rise of Big Data is driven by the rapid increasing of complex data and their changes in volumes and in nature [6]. Documents posted on WWW servers, Internet backbones, social networks, communication networks, and transportation networks, and so on are all featured with complex data. While complex dependency structures underneath the data raise the difficulty for our learning systems, they also offer exciting opportunities that simple data representations are incapable of achieving. For example, researchers have successfully used Twitter, a well-known social networking site, to detect events such as earthquakes and major social activities, with nearly real time speed and very high accuracy.

III.CONCLUSION

Driven by real-world applications and key industrial stakeholders and initialized by national funding agencies, managing and mining Big Data have shown to be a challenging yet very compelling task. While the term Big Data literally concerns about data volumes, and the key characteristics of the Big Data are 1) huge with heterogeneous and diverse data sources, 2) autonomous with distributed and decentralized control, and 3) complex and evolving in data and knowledge associations. Such combined characteristics suggest that Big Data require a “big mind” to consolidate data for maximum values. To explore Big Data, we have analyzed several challenges at the data, model, and system levels. To support Big Data mining, high-performance computing platforms are required, which impose systematic designs to unleash the full power of the Big Data. At the data level, the autonomous information sources and the variety of the data collection environments, often result in data with complicated conditions, such as missing/uncertain values.

Finally d Big Data as an emerging trend and the need for Big Data mining is arising in all science and engineering domains. With Big Data technologies, we will hopefully be able to provide most relevant and most accurate social sensing feedback to better understand our society at realtime. We can further stimulate the participation of the public audiences in the data production circle for societal and economical events. The era of Big Data has arrived.

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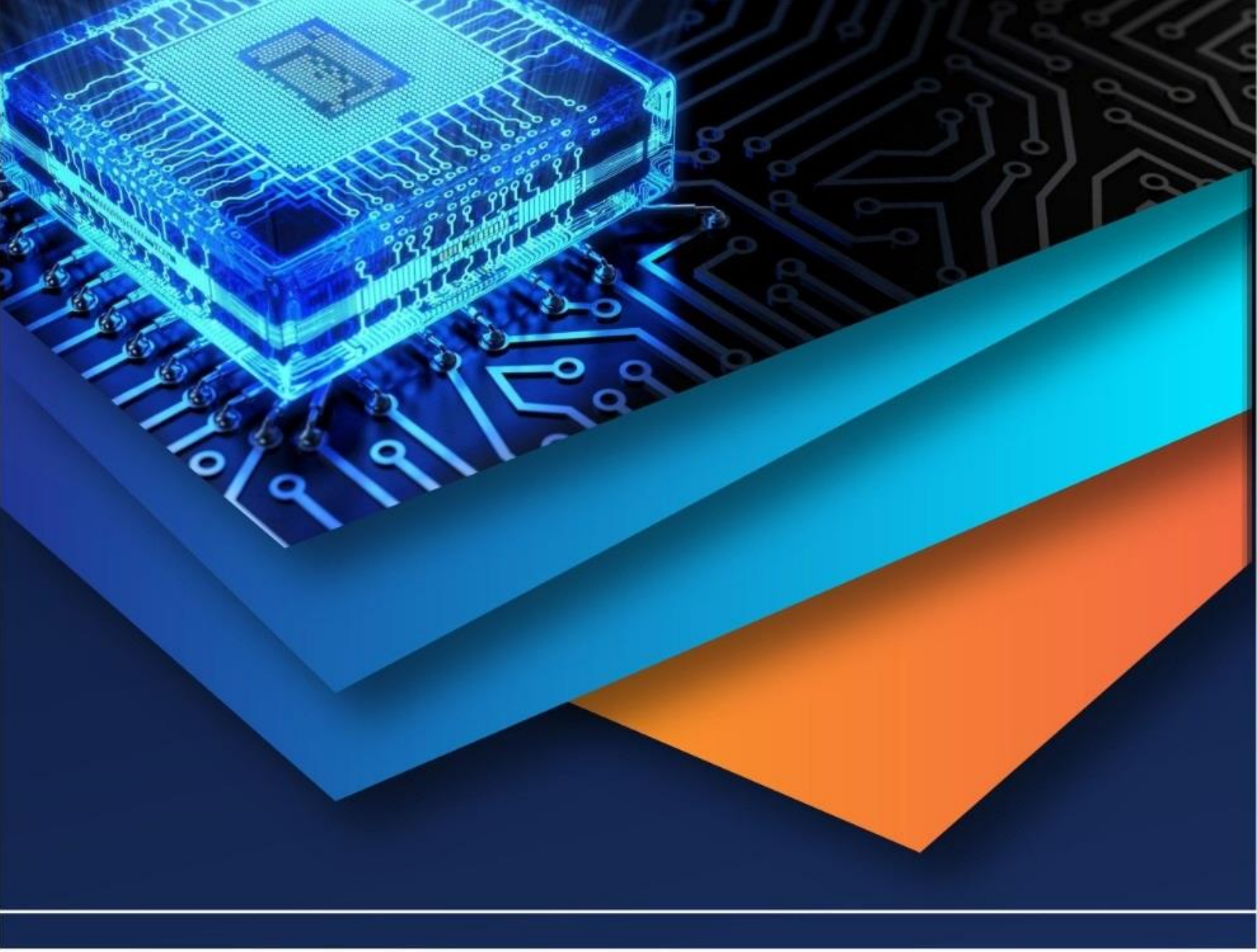

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