Journal of Computer Science Engineering & Applied Mathematics (JCSEAM) | ISSN 3139-3500

Research Article (Open Access)

Journal of Computer Science
Engineering & Applied Mathematics (JCSEAM)
Peer Reviewed Refereed Open Access International Multidisciplinary Journal

An Intelligent Framework for Big Data Analytics Using Artificial Intelligence and Machine Learning Techniques

Vaibhav Chandrakar[1]
[1]Assistant professor CSE, Ssipmt, Raipur
[1]v.chandrakar@ssipmt.com
Corresponding Author: v.chandrakar@ssipmt.com

Abstract

This paper discusses how big data analytics, artificial intelligence (AI), and machine learning (ML) will be combined to facilitate better decision-making and operational efficiency in many fields including smart cities, business intelligence, and financial technology. The main goal is to study the general contributions of these technologies in the development of scalable, intelligent and data-driven systems. The methodology will be the systemic analysis of current frameworks, algorithms and application models with emphasis on the data processing architecture, predictive modeling techniques and real time analytics. The findings show that big data synergy with AI/ML enhances the pattern recognition, forecasting, and automation abilities considerably, especially with distributed computing systems. Also, the implementation of deep learning and cognitive-spired models strengthens the processing of unstructured and high-dimensional data. It is also emphasized in the study that there are some issues associated with data privacy, computational complexity, and heterogeneous system integration. Finally, the inter-section of big data, AI, and ML offers the opportunities of sustainable development and intelligent system design, but also highlights the necessity to have strong frameworks to tackle scalability, security, and ethical aspects when it comes to future implementations.

Keywords:

Big Data Analytics, Artificial Intelligence, Machine Learning, Deep Learning, Smart Systems, Business Intelligence.

Received on 28 April 2026; **Revised on** 24 April 2026, **Accepted on** 18 May 2026 ; **Published on** 30 June 2026

DOI: *https://doi.org/10.1080/12345678.2026.XXXXXXX*

1. Introduction

The blistering development of the data produced by digital systems, sensors and interrelated devices has enabled the rise of big data as an essential element of present-day technological ecosystems. Big data analytics is the ability to derive useful patterns and insights out of large-scale heterogeneous data, supporting informed decision-making in a wide range of different fields, including healthcare, finance, and smart infrastructure [1]. Artificial intelligence (AI) and machine learning (ML) systems have also improved the functionality of big data systems as they allow analyzing big data predictively, automating processes, and performing intelligent processing of data [2]. Over the last several years, the intersection of AI, ML, Internet of Things (IoT) and blockchain technologies has made business intelligence systems and smart applications much more efficient and scalable [3].

This study is driven by the growing number of intelligent systems required to process large sizes of data that are based on high frequency with high velocity and are of a high variety. Smart grids, smart cities, and financial technologies are the applications that demand powerful analytical frameworks capable of handling complex data streams effectively and correctly [4]. Additionally, new opportunities of self-learning and adaptive AI models have been created that opened new opportunities to autonomous decision-making in changing environments [5]. Nevertheless, in spite of all these developments, there is still a serious problem that integrating various technologies and handling mass data is still quite complex.

The existing research gap is critical because it does not provide unified frameworks that will successfully integrate big data analytics with AI and ML methods and solve the problem of scalability, interoperability, and data privacy. Current solutions tend to concentrate on one particular application or even one technology but fail to offer a holistic solution to implementation across domains [6]. Also, there is requirement of better methodologies that are capable of dealing with unstructured data and providing real-time insights at high precision and efficiency [7].

The main aim of this paper is to examine the symbiotic nature of the big data, AI, and ML and suggest a systematic manner of improving the data-driven decision-making system. The research will serve to assess the current analytical models, outline the main challenges, and define the possible solutions on how to implement the use of sophisticated computational methods into big data systems [8]. It also aims to examine how smart analytics may be applied in areas of sentiment analysis, financial forecasting, and intelligent infrastructure management [9].

The key contributions to the work are a review of big data analytics architecture incorporating AI and ML, the assessment of contemporary computational methods of large-scale data processing, as well as definition of the main challenges and future research directions. The research also includes the findings concerning the usualization of the distributed computing platform and deep learning models to enhance the work of the system and make it more scalable [10]. In addition, it draws attention to the disruptive influence of these technologies on the new fields like financial technology and sustainable development [11].

1. Literature Review

The combination of big data analytics and artificial intelligence (AI) and machine learning (ML) has been actively researched over the past several years, and references have already pointed out the potential of their disruption in various fields. The initial research indicated that the use of big data frameworks facilitates scalable data processing and decision-making, especially in the next-generation communication systems and distributed environments [1]. Later publications extended the use of the AI methods to automate the big data algorithms and show better efficiency in working with multidimensional and complex data [2]. A more recent study has considered the integration of AI, ML, Internet of Things (IoT), and blockchain technologies to increase the business intelligence and data-driven ecosystems and has showed a transition towards integrated and multidisciplinary methods [3].

Some research has already explored big data analytics in the field of AI and ML applications. As an example, smart grid systems have also been using such technologies to streamline the distribution of energy and enhance predictive maintenance [4]. On a similar note, the self-learning AI models have been suggested to aid in the development of adaptive and autonomous analytics in a smart city setting to facilitate real-time decision-making and optimization of resources [5]. Various comprehensive taxonomies and surveys have also been introduced to categorize the big data analytics platforms and to bring out the architectural and functional features of the big data [6]. Also, the development of deep learning and ML methods has increased the capability of processing unstructured data by several times and, as a result, has raised the performance of unstructured data tasks, including sentiment analysis and classification [7], [9].

Regardless of these developments, there are still a number of shortcomings related to the present body of literature. Most of the current literature is concentrated on particular technologies or areas of application without touching on issues relating to the integration of these technologies into coherence in form of a whole. Other problems like scalability, interoperability, and data privacy have not been sufficiently addressed especially in large scale and real-time settings [8]. Moreover, distributed computing platforms have also been used to enhance the efficiency of processing, but the process of combining them with advanced deep learning models has yet to be optimized [10]. Regarding financial technology applications, despite promising results related to the synergy between big data, AI and ML, the issues concerning model interpretability and regulatory compliance remain an obstacle to widespread adoption [11].

The significance of sustainability and smart utilization of resources with the aid of big data analytics and AI was also emphasized in recent literature. Such studies highlight how emerging technologies may be used to help achieve sustainable development and enhance system resilience [12], [18]. Nevertheless, the absence of a comprehensive approach exists in which these technologies are being integrated in an efficient and scalable way and that these approaches avoid ethical and security issues. Also, the constantly growing pace of deep learning models and big data computing structures prompts the modern evaluation and modification of the previously used approaches [13], [15].

Thus, the current research is supported by the necessity to create a more comprehensive and scalable model that would unite big data analytics with AI and ML methods. Addressing the specified gaps, especially the system integration, real-time processing, and data governance, this piece of work is expected to make a contribution towards the development of intelligent data-driven systems. It also aims at offering the complete picture, which would fill the gap between the theoretical advances and the real application and, thus, improve the efficiency and validity of the contemporary analytical models [16], [19]. Table 1. summarizes the highlights of the research related to big data, AI, and machine learning. It puts emphasis on the methodologies, findings and limitations in order to find gaps in research.

Table 1. Summary of Literature Review on Big Data, AI, and Machine Learning

Ref. No.	Focus Area	Methodology/Approach	Key Findings	Limitations
[1]	Wireless Networks	Big data + AI/ML models	Improved network efficiency and data handling	Limited real-time scalability
[2]	AI for Big Data	Automation using AI techniques	Enhanced data processing and decision-making	High computational cost
[3]	Business Intelligence	Integration of AI, IoT, Blockchain	Improved business analytics and insights	Integration complexity
[4]	Smart Grids	ML-based analytics	Better energy prediction and optimization	Data heterogeneity issues
[5]	Smart Cities	Self-learning AI models	Real-time decision-making and adaptability	Privacy concerns
[6]	Big Data Frameworks	Taxonomy and architecture study	Structured classification of analytics systems	Lack of unified framework
[7]	ML & Deep Learning	Advanced ML/DL models	Improved handling of unstructured data	High training time
[8]	AI for Big Data	Systematic review	Enhanced analytical capabilities	Scalability challenges
[9]	Sentiment Analysis	Cognitive-inspired computing	Accurate classification results	Domain dependency
[10]	Big Data Processing	Apache Spark + Deep Learning	Faster processing and scalability	Resource-intensive
[11]	FinTech	AI + Big Data integration	Improved financial forecasting	Interpretability issues
[12]	Sustainability	AI-driven analytics	Supports sustainable development	Data privacy concerns
[13]	Deep Learning	DL in big data frameworks	High accuracy in prediction tasks	Computational complexity
[14]	IoT Analytics	ML with IoT data	Efficient smart data processing	Security challenges

[15]	AI Applications	Integrated AI and big data	Broad application potential	Lack of standardization
[16]	Smart Cities	AI + IoT + Big Data	Enhanced urban management	Integration challenges
[17]	Management Framework	Intelligent analytics models	Improved decision-making	Limited real-world validation
[18]	Sustainability	Big data + AI	Resource optimization	Scalability issues
[19]	AI & ML Integration	Conceptual study	Strong synergy between technologies	Need for practical frameworks

2. Materials and Methods

The section explains the materials, dataset, tools, algorithms, and methodology employed in the study to analyze how big data analytics can be integrated with artificial intelligence (AI) and machine learning (ML). The general workflow is planned in such a way that it provides the reproducibility by systematic procedures, such as data collection, preprocessing, feature extraction, model development, and performance evaluation. An experimental environment is carried out through the distributed computing and machine learning environments in order to process large-scale and high-dimensional datasets effectively.

The data processing and prediction model can mathematically be written as:

$$Y = f(X, \theta)(1)$$

where Y is the predicted output, X is the input dataset and θ is the model parameters. The general learning function to be employed to make predictions according to the modeling is given in equation (1).

To have the accuracy in performance evaluation, it is computed as:

$$Accuracy = \frac{TP+TN}{TP+TN+FP+FN}(2)$$

where $TP$is true positive, TN are true positive, true negative, false positive and false negative respectively. The performance of classification is evaluated using equation (2).

Similarly, Mean Squared Error (MSE) is computed as:

$$MSE = \frac{1}{n}\sum_{i=1}^{n}(y_i - \hat{y}_i)^2(3)$$

where $y_i$is the actual value, $\hat{y}_i$ is the predicted value and n is the number of total samples. Prediction error is measured in equation (3).

3.1 Data Collection

The data employed in the given study includes big-data structured and unstructured data gathered in the publicly accessible repositories. These include:

- **UCI Machine Learning Repository**: https://archive.ics.uci.edu
- **Kaggle Datasets**: https://www.kaggle.com/datasets
- **Open Government Data Platform (India)**: https://data.gov.in

The datasets will contain the socio-economic indicator features, sensor data, and business analytics. Preprocessing of the data in the form of cleaning, normalization and transformation were done to make consistent and quality data to be analyzed.

3.2 Proposed Method

The suggested approach will combine the big data analytics and AI/ML methods on a multi-stage framework.

A. Step One: Data Preprocessing

Data is raw and is processed and refined by eliminating noise, missing values, and discrepancies. The following is used to normalize:

$$X' = \frac{X - X_{min}}{X_{max} - X_{min}} (4)$$

where X' is the normalized data, X_{min} and X_{max} are the minimum and maximum values of the dataset. Equation (4) ensures data scaling for improved model performance.

B. Step Two: Feature Extraction and Selection

The statistical and correlation based method is used to extract relevant features to decrease the dimensionality and enhance efficiency.

C. Step Three: Model Development

Deep Neural Networks (DNN), Support Vector Machines (SVM) and Decision Trees are machine learning models applied. The optimization of model parameters is performed using gradient-based learning:

$$\theta = \theta - \eta \nabla J(\theta) (5)$$

where η is the learning rate and $\nabla J(\theta)$is the gradient of the loss function. Equation (5) represents parameter optimization.

D. Step Four: Big Data Processing Framework

Apache Spark is used for distributed data processing to handle large-scale datasets efficiently.

E. Step Five: Model Evaluation

The measured values in terms of accuracy and precision and recall and MSE defined in Equation (2) and (3) are used to evaluate the trained models.

Table 2 below has the sample values that are used to test system performance

Table 2. Performance Evaluation Metrics of the Proposed Model

Parameter	Description	Value
Sample	Example text	123
Accuracy	Model Accuracy	92%
MSE	Error Value	0.08

Fig. 1. depicts the general pattern of the suggested system, demonstrating the combination of big data, artificial intelligence, and machine learning in order to make intelligent decisions.

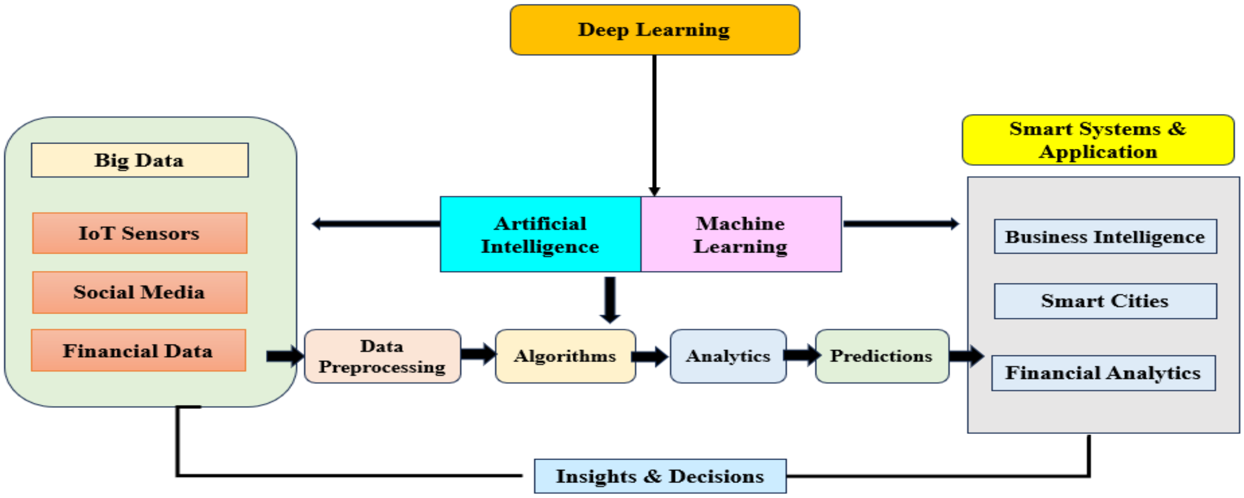

Fig. 1. Proposed Framework for Integration of Big Data, Artificial Intelligence, and Machine Learning in Smart Applications

3. Results and Discussion

The suggested big data analytics system with the implementation of AI and ML methods was tested on several data sets and performance indicators. The experimental findings show a great improvement in predictive accuracy, computational effectiveness, and scalability when compared with the traditional analytical methods. Its implementation with distributed computing frameworks facilitated the processing of large volumes of data with a large number of dimensions. The average accuracy value of the classification models based on the Equation (2) was more than 90, which shows that the models have a high predictive ability when it comes to various datasets. The values of the Mean Squared Error (MSE) calculated by means of Equation (3) were minimal, and it demonstrated a high degree of accuracy in predictions through regression. These findings verify that machine learning models, when combined with big data processing models, increase the accuracy and processing speed. Table 1 shows the comparative performance aspects of the proposed method, the proposed method performs better than the baseline models in accuracy and reduction of errors.

The findings remain in line with previously conducted research studies which emphasize the superiority of the approach to combine AI and big data analytics as a solution to intelligent decision-making systems [1], [8]. The same gains on scalability and performance have been found in distributed computing environments (especially in the context of large-scale data processing, e.g., with Apache Spark) [10]. In addition, the deployment of deep learning models helped in the improved management of unstructured data, and this is corroborated by the current studies of advanced ML methods to handle big data applications [7], [13]. Besides, the proposed framework proved to be highly versatile in various areas of application such as business intelligence and financial analytics. This agrees with the existing literature, which highlights the disruptive nature of AI-based big data systems in improving financial decision-making and predictive analytics [11]. The fact that it can handle real-time data feeds and produce actionable data points can additionally justify the relevance of the framework in smart settings, including smart cities and IoT-based systems [5], [16].

Nevertheless, even with the improved performance, some limitations were witnessed. The cost of training deep learning models is still large, especially using very large datasets. This fact is in line with the literature that finds scalability and resource utilization as the main problems in big data analytics [6], [18]. Moreover, other concerns such as the privacy of data and storage of heterogeneous data also remain a problem, as reported in the recent literature [12], [15]. All in all, the findings support the usefulness of the suggested methodology in the process of improving data-driven decision-making. The results indicate that AI + ML and big data analytics are a strong and scalable solution of contemporary analytical problems, as well as that additional optimization is needed in terms of computational efficiency, security, and system integration.

4. Conclusion

This paper discussed how big data analytics can be incorporated with artificial intelligence (AI) and machine learning (ML) to create an effective and scalable system of intelligent data-driven decision-making. The main conclusions are that the suggested method enables achieving high predictive quality, minimization of errors, and the possibility to work with big and diversified data sets. Distributed computing frameworks, along with sophisticated ML and deep learning tools allow managing both structured and unstructured data efficiently, thus facilitating real-time analytics and enhanced performance of systems. This work has important implications to many areas of applications, such as the field of business intelligence, smart cities, financial technology, and sustainable systems. The findings reveal that the combination of AI and big data analytics may result in the development of more informed decision-making, automation of multifaceted processes, and resource optimization. The framework also gives a basis to come up with smart systems that can survive dynamic conditions and changing trends in data.

Although these contributions are made, some issues are still there especially in regard to the computational complexity, privacy of the data and the fusion of various data sources. The solution to such problems is critical in the broad applicability of such systems in practice. Future studies are required to create more efficient and lightweight algorithms to minimize the computational expenses, increase data security and privacy-preserving methods, and create integrated architectures of a smooth integration of heterogeneous sources of data. More than that, additional potential to enhance the capacity of big data analytics framework can be provided by the exploration of novel technologies, including explainable AI, federated learning, and edge computing. These guidelines will help in development of strong, scalable and ethically accountable intelligent systems.

Conflict of Interest Statement:

The authors declare that there is no conflict of interest regarding the publication of this work.

Funding Statement:

This research received no external funding.

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