

EDINBURGH, UNITED KINGDOM, October 12, 2013 **/24-7PressRelease/** -- Whilst data production around the globe is at an all time high, industry has historically had to rely on a range of custom built tools, judgements based on experiences and visualisation tools in order to make sense of data, however this has so far been a flawed endeavour. With extensive experience in information technology, consultant Masood Alam is making best use of new and innovative technologies such as Map Reduce, Hive, Pig, Hadoop, MongoDB which have pushed the boundaries of machine learning and predictive modelling.

Masood Alam stated "A new breed of data scientist has recently emerged, making use of the tools available to manage big data. The result is a far more efficient and effective means of predictive analysis. More importantly, anyone can use it to benefit, for example the retail industry can come up with better seasonal offers based on customer behaviour and trends, while the energy sector might want to look into power usage to draw better tariffs. The uses are endless."

The use of big data in a modern society would see a overhaul on the way major business operated in the UK. For example, supermarkets could look at user behaviour, buying power, current economic issues, weather and competitor growth direction in order to predict future selling products.

Masood explained "If we have access to the full scale of information out there, we can in theory use it to 'predict' events and behaviour by converting existing data into imminent actions. However, this needs great processing power, storage and of course data mining capability. 'Big Data' gives us this. Using commodity hardware and new tools available we can query large data sets and generate results we have never thought possible until now."

While the theory of big data and big data usage is widely accepted, the implementation still has some way to develop. Masood Alam is currently working on building an algorithm which effectively 'digs' into the vast quantities of internet data with the purpose of creating an insightful and usable end product. For further information or to contact Masood Alam please visit the official website at <http://bigdataspecialist.co.uk>