

## **PREDICTIVE ANALYTICS USING BIG DATA: A SURVEY**

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### **ABSTRACT**

**Now-a-days, Information Technology is in the new era of Big Data, which provides more volume of data to researchers and analysts. We have large-enough data in our hand, this available data have precious insight values that make the administrators, policymakers and business analyst to take correct decision in right time. In order to find out the hidden values from the existing data, we need some methods or techniques. Hence, Predictive analytics is an essential technique while dealing with vital amount of potentially sensitive data. Here, based on perceived events, to predict the future probabilities, trends and measures. With the help of existing data mining methods, in order to make predictions about future events and recommendations. Predictive analytics is composed of various statistical and analytical methods used to develop a new techniques to predict future possibilities. In the end, this research work discussed predictive analytics various issues and challenges, available tools, applications and modeling techniques in big data.**

**KEYWORDS:** Big Data, Predictive Analytics, Predictive Modeling, Learning Analytics, Educational Data Mining