

Index

Note: Page numbers followed by “n” indicate notes.

- Accuracy, 58
- Additive manufacturing (AM), 155, 160
- Aggregate measures, 92–93
- Analysis, 2–3
- Analysis of variance (ANOVA), 75, 132
- Analytics, 8 (*see also* Predictive analytics)
- Analyzer technologies, 162–164
- Anand city, 75
- Anand Milk Union Limited (AMUL), 74
- Application programming interface (API), 44
- Artificial Intelligence (AI), 3, 152, 160–161
- Assembling and natural resources, 38
- Association rule mining, 109
- Autonomous vehicles, 160

- Bar charts, 11
- Basket analysis, 109–110
- Big data (BD), 7, 24–25, 152, 159
 - applications, 27
 - average wage paid, 138–139
 - basics, 26–28
 - comparison of notified wage and agriculture wage, 144–146
 - computing, 26
 - cumulative number of households issued job cards, 134
 - delay payment, 142
 - employment demanded *vs.* employment offered, 142
 - gender and women empowerment, 140–142
 - ingestion, 34
 - meaning, 28
 - and MGNREGA, 131–146
 - MGNREGA expenditure, 139
 - MIS, 132
 - number of job cards deleted, 132
 - number of registered households and persons, 133
 - pre-and post-MGNREGA wage situation, 146
 - semi-skilled worker, 134
 - system, 30
 - trend of activities in MGNREGA, 134–135
 - work demand pattern, 136
- Big data analytics (BDA), 24, 27
- Box plots, 14–15
- Business analytics based on customer data, 108–110
- Business Data Analytics, 3
- Business intelligence (BI), 9

- Capital, 118–119
- Categorical data, 10
- Challenges in MGNREGA, 118–119
- Charottar (*see* Anand city)
- Classification, 56–59
- Cloud computing (CC), 152, 159
- Cloudera Distribution including Apache Hadoop (CDH), 53
- Cluster, 75
 - analysis, 75
- Clustering, 42, 45
 - algorithms, 109
- Collector technologies, 162–164
- Communication layer, 113–114
- Composite user interface, 114
- Comprehensive R Archive Network (CRAN), 48

- Confusion matrix, 58
- Counting measures, 92–93
- Cross validation, 46, 59
- Custolytics, 104
- Customer relationship management (CRM), 104
 - business analytics based on
 - customer data, 108–110
 - customer life cycle management
 - with real-time data analytics, 112
 - IoT architecture, 112–114
 - IoT-based real-time analytics, 110–111
 - limitations, 116
 - theoretical foundation, 105–108
- Customer(s), 77
 - customer-driven businesses, 104
 - data analytics, 110
 - equity, 92, 94–95, 99
 - life cycle management with real-time data analytics, 112
 - segmentation, 108–109
 - service improvement, 158, 162
- Dashboards, 16–18
- Data (*see also* Big data (BD))
 - mining, 42, 44, 108
 - science, 1
 - traffic analysis, 92
 - traffic problems in IoT in context of
 - health-care problems using wireless communication, 95–96
 - types, 9–10
- Data visualization, 2, 7, 9
 - future, 21
 - software, 18–21
- Database marketing, 109
- Datasets, 56
- Decision-making, 1–2, 16
- DeenDayal Upadhyaya Antyodaya Yojana–NRLM (DAY-NRLM), 124
- DeenDayal Upadhyaya Gramin Kaushal Yojana (DDU-GKY), 124
- Descriptive analytics, 8
- Digital champion, 154–157
- Digital supply chain (DSC), 153
 - (*see also* Supply chain)
- Digital technologies, 105, 116, 152
 - benefits, 162–164
 - effects, 161–165
 - implementing, 153–159
 - strategic implementation, 157–159
 - in supply chain, 159–161
- Digitalization, 152, 154–155
- Drone, 160
- Dwarkadhish tea, market segmentations of, 83–86
- Education, 38
- Electronic CRM (eCRM), 105–108
- Employment, 118
 - programs, 123–124
- Employment Assurance Scheme (EAS), 124–125
- Employment Guarantee Act, 122
- Enterprise Resource Planning systems, 2
- Entrepreneurs, 90
- Entrepreneurship, 90
- Event orchestration engine, 114
- Event-driven architecture, 113–114
- Event-driven service-oriented architecture (EDSOA), 112
 - benefits, 114
- Extreme poverty, 118
- Feature extraction, 46–47
- Financial data management, 37
- Food For Works Program (FFP), 124–125
- Food retail market, 73
- Food Safety Standard Authority of India Act (FSSAI Act), 72, 89

- Forecasting, 10, 13
 Foreign direct investment (FDI), 72, 89
 Future research of MGNREGA, 149–150
- Gen-next customer service, 111
 General Public License (GPL), 47
 Global Positioning System (GPS), 161
 Golden Jubilee Rural Self-Employment Program, 124
 Goods and services tax (GST), 72, 90
 Google Maps, 3–4
 Government, 39
 Gram Panchayat, 131n1
 Gram Sabha (GS), 131
 Graph, 11
 Graphical processing unit (GPU), 25
 Graphical user interface (GUI), 44
 Graphical visualizations, 11–18
- Hard core loyal, 90
 Heat map, 8, 13
 Heterogeneous, Autonomous, Complex, Evolving hypothesis (HACE hypothesis), 29
 High-performance computer clusters (HPCs), 29
 Higher-order functions of densities, 97
 Histogram, 12–13
 Horizontal collaborator, 154
 Hortonworks Data Platform (HDP), 53
 Household enterprises, 123
- IBM predictive analytics tools, 44
 Income generation, 123
 Indian agriculture, 73
 Indiatat, 3
 Information and communications technology (ICT), 147, 152
 Information technology, 110
 Institute of Rural Management (IRMA), 74
 Insurance firms, 38
- Integrated development environment (IDE), 49
 Integrated Rural Development Program (IRDP), 123–124
 Integration Services, 31
 International Water Management Institute (IWMI), 75
 Internet of Things (IoT), 24, 104, 110, 152, 159
 architecture, 112–114
 IoT-based real-time analytics, 110–111
 Interpreter technologies, 164–165
 Interval data, 10
 IT security, 114
- Jawahar Gram Samridhi Yojana (JGSY), 124–125
 Jawahar Rozgar Yojana (JRY), 124–125
- K-fold method, 59
 K-Nearest Neighbor (K-NN), 56
 Karnavati Dabeli, market segmentations of, 81–83
 Khetlaapa tea, market segmentation of customers for, 81
 Knowledge, skill, and aptitude (KSA), 89
 Konstanz Information Miner (KNIME), 44, 49–51, 56, 61, 65
- Labor employment, 118–119
 Liberalization, Privatization, and Globalization (LPG), 89
 Likert scale, 10
 Line charts, 15
- Machine learning, 42, 46–47
 Magic Quadrant, 18
 Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), 119
 Big Data and, 131–146

- implementation mechanism, 125–126
- issues and challenges in, 146–148
- literature review, 120–124
- physical and financial
 - implementation status, 126–131
- research methodology, 119
- research questions, 149–150
- salient features, 128, 131
- theoretical and managerial implications, 149
- trend of activities in, 134–135
- wage employment programs, 124–125
- Management Information System (MIS), 132
- Manufacturing time, 153, 156
- Market basket analysis (*see* Association rule mining)
- “Market Opportunities through Effective Market Analytics”, 74
 - area of study, 74–75
 - justification of research
 - methodology, 76
 - materials and methods, 74–76
 - sample selection and design, 75
 - statistical tools and techniques, 75–76
- Market segmentation
 - of consumer market of Nylon Pauvaji restaurants, 79–80
 - of consumer market of Sigdi restaurant, 76–78
 - of customers for Khetlaaapa tea, 81
 - of Dwarkadhish tea, 83–86
 - of Karnavati Dabeli, 81–83
 - of Santushti ice-cream parlor, 86–88
- Marketing, 92
 - campaigns targeted toward, 109
- Mean, 15
- Measurements, 10
- Media information exchange and entertainment, 37–38
- Median, 15
- Messaging bus, 113
- Micro small and medium enterprises (MSMEs), 115–116
- Micro Strategy, 19
- Microsoft’s Power BI, 19
- Modern CRM, 114–115
- Multimedia, 25
- Multimedia big data (MMBD), 25 (*see also* Big data (BD))
 - applications, 36–37
 - basic advantages, 36
 - features, 32–33
 - importance, 34–36
 - infrastructure, 28–29
 - life cycle, 33–34
 - meaning, 32
 - open problems outlook and research opportunities, 37–39
 - related work in BD computing, 29–31
- Multimodality, 25
- Multivariate analysis of variance (MANOVA), 76
- “MyFord Touch” service, 158
- Naïve Bayes Classifier, 58
- National Association of Software and Services Companies (NASSCOM), 3
- National Dairy Development Board (NDDB), 74
- National Highway (NH), 76
- National Rural Employment Guarantee Act (NREGA), 125
- National Rural Livelihood Mission (NRLM), 124
- National Sample Survey Organization (NSSO), 120

- Node, 50
- Nominal data, 9
- Non-resident Indian city
(NRI city), 75
- North American Council of
Transportation Efficiency
(NACFE), 160
- Nylon Pauvaji restaurants, market
segmentation of consumer
market of, 79–80

- Object Management Services
(OMS), 31
- On-demand pricing, 111
- One-way ANOVA test, 139
- Open data, 6–7
- Orange, 44, 51–52, 56, 61
- Ordinal data, 10
- Organizations, 44

- Percentage-split method, 59
- Performance measures of modeling,
93
- Persistence Services, 31
- Personal digital assistants
(PDAs), 26
- Pie chart, 12
- “Platoon” concept, 160
- Poverty, 118
 - alleviation, 123
 - in India, 120–122
- Prediction, 58
- Predictive analysis, 42
 - used in decision-making, 43
- Predictive analytics, 8, 42–43
 - analysis, 66
 - background details, 45–54
 - classification, 56–59
 - datasets, 56
 - evaluating performance of
algorithms, 59–66
 - experiment setups and
preliminaries, 59
 - methodology, 54–59
 - objective, 45
 - selection of tools, 54, 56
- Predictive models, 42
- Prescriptive analytics, 8
- Product density (PD), 92, 94, 96–99
 - of second-order, 98
- Promotional marketing, 111
- Psychographic segmentation, 73
- Python, 19, 21

- QlikView, 19
- Qualitative data, 10
- Quality, 73
- Quality of service (QoS), 92
- Quantitative data, 10

- R software, 19, 21, 44
- Radio-frequency identification
(RFID), 112
- Random point process (RPP), 92,
94–95, 100
- Random process, 100
- Random variables, 94
- RapidMiner, 44, 53–54, 56, 66–67
 - RapidMiner Radoop, 53
 - RapidMiner Server, 53
 - RapidMiner Streams, 53
 - RapidMiner Studio, 53
- Ratio data, 10
- Real-time data analytics, customer
life cycle management
with, 112
- Recency, frequency and monetary
value framework (RFM
framework), 109
- Regression, 42, 45
- Retailing, 72
- Robotics (Rob), 160
- RStudio, 48–49, 61
- Rural development, 118
- Rural employment, 123
- Rural Employment Guarantee
Schemes (REGS),
121–122

- Rural Landless Employment
 - Guarantee Program (RLEGP), 124–125
- SampoornGramin Rozgar Yojana (SGRY), 124–125
- Santushti ice-cream parlor, market segmentations of, 86–88
- Scatter plot, 13
- Scheduled caste (SC), 135
- Scheduled tribe (ST), 135
- Scikit-learn, 44–47, 61
- Seamless integration, 113
- Second-order product density, 98–99
- Segmentation, 89
- Self-driving vehicles (SDV), 160
- Self-employment, 123
- Sensing layer, 113
- Service-oriented architecture (SOA), 113
- Sigdi restaurant, market segmentation of consumer market of, 76–78
- Spider chart, 15
- Split cases, 75–76
- Standard operating procedure (SOP), 73, 90
- Stereoscopic 3D video, 35
- Stochastic modeling, appropriateness of technique in, 94–95
- Stochastic point process, 92–93
 - data traffic problems in IoT in context of health-care problems, 95–96
 - expected cost of resources, 99
 - prediction of expected number of patients undergoing treatment, 96–99
- Stochastic time-dependent modeling of customer equity, 99
 - estimating customer base of product, 100–101
 - estimating customer equity at any time, 101
- Supervised learning algorithms, 46
- Supply chain, 152
 - digital technologies in, 159–161
 - management, 156–157
- Supply Chain Operations Reference model (SCOR model), 157
- Support Vector Classifier (SVC), 58
- Support Vector Machine (SVM), 45
- System of records (SOR), 114
- Tableau, 19
- Tanagra, 44
- Technology
 - costs, 109
 - implementation, 155–156
- Test dataset, 56
- Thoughtspot, 19
- Three dimensional printing (3D printing) (*see* Additive manufacturing (AM))
- Training dataset, 56
- Transformer technologies, 164–165
- Transportation, 39
- Tree map, 13
- UI Services, 31
- Uncertainty, 152
- Unemployment, 118
 - in India, 120–122
- Unique selling propositions (USPs), 19, 86
- Unmanned aerial vehicle (UAV), 160
- Unsupervised learning algorithms, 46
- Variety, velocity, value, volume, veracity, and variability (six Vs), 32
- VisFlow, 21
- Visual merchandising, 89
- Visualization, 7–8
 - types, 10–18
- Visualization and Data Analytics lab (VIDA lab), 21
- Volume, Velocity, and Variety (three Vs), 27

- Wage
 - employment programs, 124–125
 - goals, 118–119
 - good, 118–119
- Waikato Environment for Knowledge Analysis (WEKA), 44, 47–48, 56, 59–61
- Whisker plots, 14–15
- Word clouds, 15–16
- Worker population ratio (WPR), 122
- Workflow, 50
- Yet Another Learning Environment (YALE), 53
- Zomato vertical model, 73–74