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Cognitive Computing and data Science: Unveiling Insights From Human Intelligence With Deep Feature Synthesis

Prosant Kumar Mahanty [1] * , Dr. Anoop Sharma [2]

1. Research Scholar, University of Technology, Jaipur, Rajasthan, India
mahantyprosant@gmail.com ,
2. Professor, Department of Computer Science & Engineering, University of Technology, Jaipur, Rajasthan, India

Abstract: In order to improve decision-making, this research explores the dynamic interaction between AI and advanced data analytics. The goal is to reveal hitherto unseen synergies across these fields, with an emphasis on the modern data-driven world. Complex datasets need sophisticated analytical tools, and AI brings unparalleled pattern detection and automation capabilities. The study investigates the possibilities of working together by integrating AI approaches (Machine Learning, Deep Learning) with data analytics techniques (Predictive Modelling, Clustering, Trend Analysis). Improved human-centered smart systems are being suggested to provide a range of services, including automatic driving, emotional engagement, and smart healthcare, thanks to advancements in the Internet of Things and AI algorithms. According to big data analysis, cognitive computing is a crucial technology for the development of these systems. Cognitive computing can handle these massive data sets, which are too enormous for people to analyse in a reasonable amount of time. The five characteristics of big data—volume, variety, veracity, velocity, and value—are linked to cognitive computing, which is the process of observing, interpreting, evaluating, and making decisions. In sum, this research elucidates the win-win relationship between AI and advanced data analytics, paving the way for businesses to improve decision-making using AI in the present data environment while still adhering to responsible and ethical practices.

Keywords: Big Data Analysis, Cognitive Computing, Artificial Intelligence

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INTRODUCTION

Businesses and organisations throughout the globe rely on data more and more in this digital era. The capacity to use the massive volumes of data produced every day may determine triumph or defeat. The ways in which we handle and get meaning from this mountain of data is being transformed by the intersection of data science and cognitive computing. This essay will go into the basics of data science and cognitive computing, discussing their relevance, and how they work together. In contrast, cognitive computing is an area of AI that seeks to develop machines with human-level reasoning, learning, and thinking abilities. The main idea is to make computers think like humans.

The field known as "data science" focuses on using data to create models for prediction and other insights. At one end of the spectrum is cleaning and curating, and at the other end is disseminating the findings; data gathering and assimilation are both possible components of this undertaking. The focus has changed to predictive and correlational analytics with the successful creation and widespread use of systems and software that effectively store, retrieve, and analyse data. Streamlining, improving, and achieving more success in these endeavours is our top priority. We started by noting that there are certain commonalities across data science challenges and conference contests (e.g., KAGGLE, KDD Cup, IJCAI, and ECML). To begin, the information is often shown in a relational format, which consists of a collection of tables connected by relationships. The second point is that the data shows how people engage with complicated systems. Third, the issue at hand seeks to forecast some facet of human conduct, decision-making, or action (for instance, to forecast whether a consumer will repurchase after a purchase [IJCAI] or if a project will get donor funding [KDD Cup 2014] or even the destination that a cab passenger would choose [ECML]).

LITERATURE REVIEW

Samoili, et.al (2020) The purpose of this paper is to provide a working definition of AI that may be used by AI Watch, a Commission knowledge service that tracks the progress, use, and consequences of AI in Europe. Using a versatile scientific technique that permits continuous amendment, the definition is produced to serve as the foundation for the AI Watch monitoring activity. In keeping with the overarching goal of AI Watch's monitoring, the operational definition is a short taxonomy and set of keywords that define the fundamental areas of AI research as well as cross-cutting subjects like the field's applications or philosophical and ethical issues. As anticipated, the AI taxonomy will identify AI applications in adjacent technology areas including internet of things, neurology, and robotics (in a wider sense). This will help with the AI landscape study. The AI definition that the High-Level Expert Group accepted will serve as the basis for developing the operational definition. We used a combination of approaches to arrive at this operational definition. One part of our work is analysing a vast body of AI literature using natural language processing techniques. Alternatively, we conduct a qualitative study of 55 important publications that include AI concepts from three supplementary viewpoints: policy, research, and industry. The compilation of definitions from 1955 to 2019 and the summary of the key aspects of the AI concept as expressed in the related literature constitute a significant contribution of this work.

Martin Schrimpfet.al (2021) A new integrative modelling technique has recently transformed perceptual neuroscience by connecting computing, brain function, and behaviour across several datasets and models. This method sheds new light on the target domain's cognitive and neurological processes by exposing patterns among models. Here, we provide comprehensive research that applies this method to higher-level cognition: comprehending human language, the hallmark cognitive ability of our species. Using several datasets and imaging modalities (electrocorticography and functional MRI), the most effective "transformer" models are able to forecast almost all of the explainable variation in brain responses to phrases. Model accuracy on the next-word prediction test is substantially connected with both neural fits ("brain score") and fits to behavioural responses, but this correlation is not present on other language tasks. It seems that model design has a significant impact on neuronal fit. Based on these findings, it is mathematically clear that predictive processing significantly influences how the brain processes language.

Mohamad Hjeij et.al (2023) The decision-making process may be accelerated by using heuristics, which are sometimes described as rules of thumb. Economics, psychology, and computer science are just a few of the many disciplines that have investigated them. Despite this, academics are still unable to agree on much. Prior to and after the establishment of the subjective expected utility (SEU) hypothesis, this study examined heuristics as a research issue. The focus was on the evolutionary view, which holds that heuristics are a product of the brain's evolution. While it's true that heuristics may be used either consciously or unconsciously, we think it's helpful to differentiate between the two. Although heuristics have been around for a long time and have many potential uses, this article will concentrate on how the modern concept of heuristics has developed through three distinct waves of research. The first of these waves began in the 1950s with Herbert Simon, who laid the groundwork for all subsequent work on the topic by proposing the idea of bounded rationality and heuristics' potential application in artificial intelligence. When Daniel Kahneman and Amos Tversky examined the biases caused by heuristics in the 1970s, it was a game-changer. In the 1990s, Gerd Gigerenzer criticised the study programme that followed, stating that "ecologically rational" judgements may be achieved via a "adaptive toolbox" of "fast-and-frugal" heuristics.

Venkat N Gudivada (2016) The complementary intersection of cognitive science, data science, and various computer technologies has given rise to a new area of study: cognitive computing. Theoretical frameworks in the field of cognitive science explain several models of human cognition, such as the brain's representation and processing of information. Data science offers methods and tools for mining organised and unstructured data for insights. Modelling human cognition via the use of computing's ideas, techniques, and tools is known as cognitive computing. Cognitive science and cognitive computing are being pushed forward by the recent developments in data science and computing, including neuromorphic processors, big data, predictive modelling, machine learning, cloud computing, and natural language understanding. Providing an interdisciplinary introduction to cognitive computing is the main objective of this chapter. In order to provide a cohesive picture of the field, the emphasis is on breadth. The chapter starts out with a brief introduction to cognitive computing, data science, and cognitive science. The next section will outline the key technologies that enable cognitive computing. Cognitive computing systems and their uses are described after a brief introduction to the three main types of cognitive architectures. This article reviews recent developments and suggests avenues for further study in cognitive computing. At the end of the chapter, we provide a comprehensive catalogue of cognitive computing tools.

Bhilegaonkar, Ajay (2016) The world of cognitive computing and machine learning is humming along once more. Something unique has happened recently. More generally, some are speculating that the "Smart Machine Age" is going to begin. There has been a critical mass reached in the advancements of computer power, storage capacity, and machine learning/cognitive computing technologies. This synergy is fueling massive investment and rapid expansion. The age of cognitive computing is upon us, the industry is expanding at an exponential rate, hundreds of products are released every quarter, and thousands of startups are vying for a piece of the action. It is imperative that companies pay close attention. But there is a dearth of clear direction for business professionals to follow due to the sheer volume of events unfolding around them. Possibilities related to CC/ML may either significantly enhance company performance or lead to financial waste. Big companies and businesspeople are really worried about this. Creating a comprehensive framework to handle CC/ML possibilities is the main objective of this thesis. A business expert may use the framework as a map to find their way through the maze of CC/ML and choose the best course of action.

DEFINITION OF COGNITIVE COMPUTING COGNITIVE

Computing is the process of creating computer systems that mimic the human brain in many ways. These systems will be able to understand natural language, learn from their experiences, communicate naturally with people, and make choices based on what they've learned. Learning is at the heart of all cognitive computing systems. They consist of data-centric designs with processing, memory, storage, and automation moving closer to the data as well as data-centric analytics incorporated into the data and automated management. They don't use a deterministic or linear approach to processing huge volumes of data. Cognitive computing replaced artificial intelligence in the 1990s to reflect the field's focus on training computers to mimic human thought processes rather than creating fully artificial systems. Reengineering the brain—one of the most powerful and efficient computers on Earth—is the goal of this branch of computer science that combines biology with technology. But when cognitive science made great strides forward, those who were interested in AI were very excited. As our biological knowledge of the brain expanded, we were able to create computational models inspired by mental processes and, most significantly, create a computer capable of learning from its own experiences. At the start of the new millennium, scientists revived cognitive computing by creating computers with processing speeds comparable to those of the human brain. Improving human productivity via facilitating faster learning is its primary strength. From classical AI to AGI to cognitive systems, cognitive computing and cognitive technologies represent the next logical step in the development of artificial intelligence.

LINKS BETWEEN BIG DATA AND COGNITIVE COMPUTING

The proliferation of IoT devices and AI algorithms has led to the proposal of several smart systems with humans at their core. Intelligent healthcare, emotional contact, and autonomous driving are just a few of the high-quality services that these systems provide. The creation of these systems cannot be accomplished without cognitive computing, which is achieved via the analysis of massive data. In light of that, we'll focus on the benefits and drawbacks of big data and cognitive computing here.

The Big Data Position in the Cognitive Computing

Changing times an astounding cognitive revolution has resulted from the fast development of language, information theory, data science, and the prevalence of computer technology. Here, the multidisciplinary field of cognitive science has grown, studying how the brain processes information (Chen et al., 2018). Consequently, the cognitive sciences include a wide range of disciplines, not limited to languages, anthropology, philosophy, neuroscience, artificial intelligence, psychology, and psychology. In the end, these methods let computers mimic human intelligence in their cognitive abilities. The ultimate goal of developing computational models that mimic human brain function is to provide computers human-level perception of the physical world. Cognitive radio networks may be evolved further by merging information communication systems with cognitive technology. To enhance the functionality of vehicle networks, for instance, (Tian et al., 2016) presented the first implementation of cognitive radio-based multiple-input-multiple-output (MIMO).

Features Related To Links Between Cognitive Computing And Big Data

According to Gupta et al. (2018), the characteristics that define a cognitive computing system's capabilities are also relevant to the efficient use of big data analysis. In this part, we will go over the characteristics linked to the connection between cognitive computing and big data. Referring to Gupta et al. (2018), Figure 1 illustrates the relationship between cognitive computing and big data characteristics.

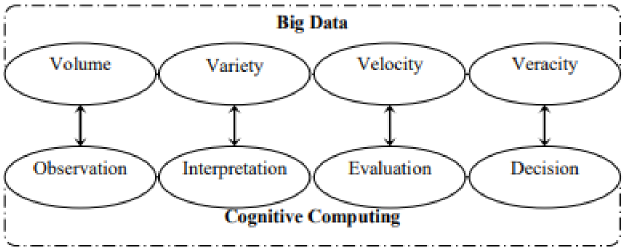


Figure 1. Mapping between features of big data and cognitive computing

For a cognitive computing system to aggregate, integrate, and analyse data, observation is the most crucial prerequisite. A cognitive computing system can only observe data if it is readily accessible in sufficient quantities. To improve data analysis, a cognitive computing system can organise, clean, and standardise them. When faced with complicated situations involving several sources of information, interpretation is the key to better understanding and solving them. Variety asserts that data may be retrieved from a multitude of sources, such as email, social media, the internet of things, global positioning systems, and so on. A human being's innate capacity to generate data includes the capacity to assess. Cognitive computing systems need to be able to evaluate massive amounts of data in a short amount of time in order to process them. One characteristic of big data is its rapid processing and command of the data generating process. At the same time, efficiency in data processing is crucial for obtaining a trustworthy and precise assessment. Data dependability, uncertainty, and quality prediction are all aspects of veracity. The capacity of a cognitive computing system to make choices based on the evaluated data is known as a decision feature. Access to relevant evidence is one of the most important factors to consider when making a choice. Value, finally, reveals how useless massive data sets are until they are transformed into knowledge. This function has the potential to boost processing power for knowledge generation and reuse data.

Methodology: Navigating the Synergies of Data Analytics and AI Integration

We have developed a rigorous study technique to understand how AI and sophisticated data analytics work together to improve decision-making. This section lays out the methodology in all its complexity, explaining how data was collected, what models were used, and what parameters were examined for this study. The selected approach is in line with the study's main goal: to thoroughly investigate the collaboration possibilities of AI and sophisticated data analytics. Our technique is built on a careful selection of data gathering methods that can handle the variety and complexity of information available in data-driven organisations today. The symbiotic connection under investigation has been thoroughly examined using both qualitative and quantitative methods. Systematic sampling will be used to obtain quantitative data from large datasets across several sectors. Structured data collected by businesses that use AI and sophisticated data analytics to inform their decisions will be a part of this. Interviews and surveys with scholars, experts, and practitioners in the subject will also provide qualitative insights. The qualitative component enhances the quantitative results by providing nuanced opinions and real-world experiences. The core of our approach is based on combining AI principles with powerful data analytics techniques. This may be achieved by using a set of models that have been carefully chosen to tap into different aspects of the joint possibilities of AI and data analytics.

The technique is an orchestrated effort to shed light on the complex relationship between AI and data analytics, revealing the synergies that are the key to better decision-making. The next parts will reveal the outcomes, obstacles, and practical applications as we explore the complex paths of this technique. This will give you a good idea of how this integration has affected decision-making in many different areas.

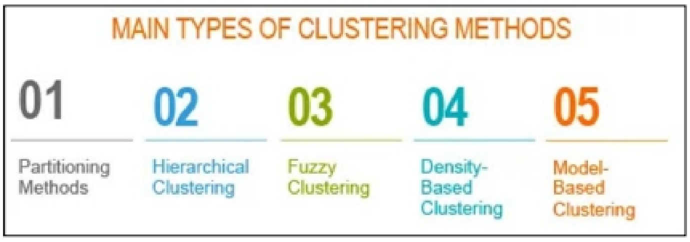
RESULT

Our extensive investigation into the complementary nature of AI and sophisticated data analytics has yielded promising findings, shedding light on a road forward for better decision-making. The results of our collaborative integration strategy are shown here, demonstrating how data analytics and AI work together to improve decision-making in several fields.

A key takeaway from our research is the improved predictive power that can be yours when you combine data analytics with AI. Predictive modelling has shown a significant increase in prediction accuracy across several sectors when combined with machine learning techniques.

For instance, financial sector investment possibilities and market trends might be more accurately predicted because to the integration. The predictive modelling skills enabled more precise stock price forecasts by using previous data and implementing machine learning algorithms, providing financial decision-makers with up-to-date and well-informed insights.

A revolutionary effect on resource allocation was uncovered during our investigation into incorporating clustering methods into the collaborative framework. Organisations achieved previously unimaginable levels of accuracy in resource allocation by discovering underlying patterns and clusters inside massive datasets. Clustering methods integrated with AI approaches in healthcare.



Classification of patients into groups with shared characteristics. Healthcare practitioners were able to better meet the unique demands of each patient group by using this deep information to customise treatment strategies.

Within the integrated framework, trend analysis proved to be a powerful tool, offering decisionmakers a strategic lens to understand and adapt to changing environments. By examining patterns in datasets, businesses were able to foresee shifts and take the initiative to adapt to new trends. Take retail as an example; by combining trend research with deep learning algorithms, we were able to get priceless insights into customer tastes and habits. Because of this, not only were targeted marketing efforts made easier, but inventory management choices were also informed, leading to less waste and better overall operational efficiency.

Human-Centric Design and User Acceptance

There is tremendous promise in combining AI with sophisticated data analytics, but the human component is still essential for its success. We must not underestimate the problem of ensuring that the connected systems are in line with user expectations, preferences, and capabilities. To develop decisions that are in line with people's cognitive capacity and have intuitive, user-friendly interfaces and interactions, human-centric design principles must be followed.

The importance of user approval in successfully establishing integrated systems is acknowledged in our research. Participation from end-users during design and testing, taking their comments into account, and making incremental improvements to the systems to make them more user-friendly are all part of this process. By placing an emphasis on human-centric design, organisations may help integrate technology more smoothly and meet user expectations.

Integrating AI and sophisticated data analytics is a constant problem due to the fast growth of technology. To remain competitive, businesses need to change with the times and adopt new methods, models, and algorithms. This requires a dedication to lifelong learning, financial support for R&D, and adaptability to integrate new technology into current systems.

CONCLUSION

This study reveals the game-changing possibilities of AI and sophisticated data analytics working together to revolutionise decision-making in several sectors. From predictive patient care to revolutionary market insights in finance, real-world applications in healthcare, manufacturing, and retail demonstrate actual advantages. Integrity and ease of use are guaranteed by a dedication to ethics, openness, and user-centered design. Since natural language could not be a component of organised or unstructured data, a cognitive computing system can only comprehend risk to a limited extent. If a nation wants to invest in a government-related project, a cognitive computing system may suggest it without taking socioeconomic factors like government change into account. Cognitive computing technologies provide organisations the chance to mine data for valuable business insights. As a result, cognitive computing systems may use big data analysis results as input. But we need to look at how people let their emotions influence their decisions. Cognitive computing technologies for big data analytics have the potential to revolutionise healthcare and open up new avenues for use in other sectors. Having said that, cognitive computing is still in its early phases.

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