

Local and Global Measures for Measuring the Performance of Big Data Analytics (BDA) Process

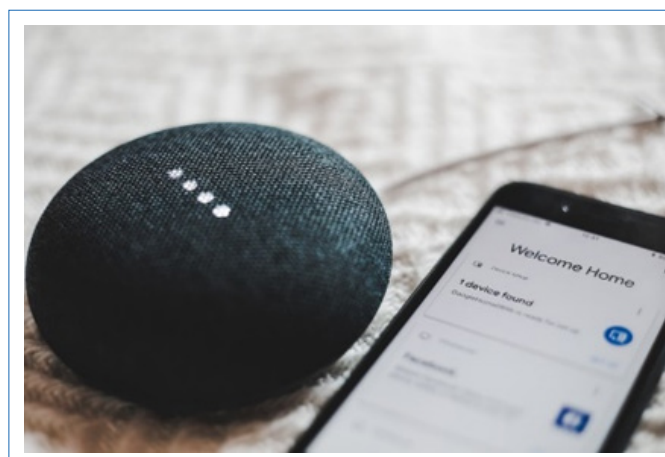
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Abstract

Performance measurement is defined as the process of quantifying the efficiency and effectiveness of an action or a process. BDA system, viewed as a process, has both front-end and back-end performance properties. The BDA process phases, data acquisition, data preparation, and data analysis, determine how the system performs according to a given time and resources. In visualization and interpretation phases, users see the analytics results and interpret them into their context. The performance measurement of the BDA process uses two categories of measures: Local measures and global measures. The local measures consist of efficiency measures to assess the BDA system's functions, and effectiveness measures to assess user satisfaction towards the system. The global measures are used to advance the performance of the BDA process as a whole. They include the measures of technology, competency, and working conditions. Figure 1 shows the two categories and the metrics for each.



Biography

Dr. Yusmadi Yah Jusoh received the Ph.D. degree in System Science and Management from the National University of Malaysia (UKM) in 2008. Currently, she is an Associate Professor at Universiti Putra Malaysia (UPM), Faculty of Computer Science and Information Technology. Her research interest is in Management Information System, Information System, Information Technology Strategic Planning, and Software Project Management. Yusmadi is also a certified software tester and an academician at Department of Software Engineering and Information System, Faculty of Computer Science and Information Technology, UPM since 1998. In 2008 she received her PhD in System Science and Management from UKM. She teaches software project management, team software project management, information systems, and management information systems. Her research interest includes software project management, information systems, performance measurement, and management information system.

Publication

1. The Influence Factors of Knowledge Resilience in Sustaining Knowledge Network in Smart Cities Environment, Yusmadi Yah Jusoh
2. Adoption of Agile Software Methodology Among the SMEs Developing an IOT Applications, Yusmadi Yah Jusoh

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