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The role of big data analytics and data mining in reinforcing the business sustainability of enterprises

Mohamed A. Hamada

International Information Technology University (IITU), Kazakhstan

Nowadays Big Data are becoming a vital instrument for many different disciplines especially for the environmental and ecosystems aspects, it considers a new way of thinking, whereas big data analytics and data mining are organizing and analyzing large sets of data to generate and discover new patterns and themes that can solve issues and challenges arises in the society. The main purpose of this speech is to clarify the evidential role of big data analytics and data mining in business sustainability achievement. This objective has achieved through developing a big data analytics framework to support a large scale of business organization to achieve its business sustainability and market survival, this framework is based on the modern data mining algorithms such as regression and classification.