WCRG WORLD COMET RESEARCH GROUP

International Journal of Data Engineering and Intelligent Computing
Vol. 7, No. 1, 2024
Doi: 10.67228/30715717/IJDEIC-2024PI7F1Y
PP. 01-12

Original Article

AI-Powered Data Engineering Frameworks for Next-Generation Analytics

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Received: 04-02-2024 Revised: 04-19-2024 Accepted: 05-01-2024 Published: 05-06-2024

ABSTRACT

The rapid growth of heterogeneous data sources—such as IoT devices, social media, enterprise systems, and cloud applications—has led to massive increases in data volume, velocity, and variety. Traditional rule-based and fixed data engineering pipelines are no longer sufficient to handle these complexities. This paper explores AI-driven data engineering frameworks designed to build scalable, adaptive, and intelligent data pipelines. By integrating AI techniques like machine learning, deep learning, and reinforcement learning, these frameworks enable automated data ingestion, intelligent transformation, anomaly detection, and predictive pipeline optimization. Unlike traditional batch-processing systems, modern architectures support hybrid and real-time streaming, improving efficiency and flexibility. The proposed approach introduces a layered architecture where each stage—ingestion, processing, storage, orchestration, and analytics—is enhanced with AI capabilities. Results show significant improvements, including up to 45% reduction in data errors and 60% increase in pipeline efficiency. Overall, AI-based data engineering represents a major advancement, paving the way for more intelligent, self-optimizing systems, with future directions including explainable AI, federated learning, and edge computing.

KEYWORDS

AI-Powered Data Engineering; Machine Learning; Data Pipelines; ETL; Big Data Analytics; Distributed Systems; Data Quality; Predictive Analytics; Intelligent Automation; Next-Generation Analytics.

WCRG
Global Research
ISSN: 3071-5717
PP: 01-12.

1. INTRODUCTION

1.1. Background

The swift development of digital technologies has resulted in the proliferation of the data creation of the industries exponentially; and data became one of the most essential resources of an organization that wants to gain a competitive edge and achieve operational efficiency. Companies are becoming more reliant on data-driven insights to make better decisions; create better customer experiences; and optimize processes. Nevertheless; the conventional data engineering models; which are largely structured data-focused and are based on batch processing; are no longer sufficient to meet the needs of dynamic data environments today. The initial systems were very dependent on the ETL processes to transfer and convert data into centralized stores like data warehouses. Although these methods worked fine to manage structured and historical data; it had constraints in scalability; flexibility; and in processing high-velocity data streams. With the development of distributed computing technologies; data processing became much more powerful; as it became possible to perform it in parallel and at scale. However; these systems tended to be manual; fixed; and could not keep up with the changing data needs. As data ecosystems have become more complex and as a greater number of data engineering tasks require real-time analytics; a shift in thinking on the need to incorporate intelligent automation into data engineering processes has become evident. This has contributed to the emergence of AI-based data engineering systems that use machine learning methods to automatically ingest; transform; optimize; and monitor data; thus providing more efficient; scalable; and adaptable data management systems.

1.2. Importance of AI in Data Engineering

Fig 1 - Importance of AI in Data Engineering

1.2.1. Automation of Data Pipelines

AI can greatly contribute to the automation of data engineering pipelines by reducing the amount of human effort required in repetitive and time-intensive activities. The steps of data integration; data transformation; and data validation are usually done by humans in a continuous manner as part of the traditional data workflow. With the integration of machine learning models; AI can autonomously control these processes; identify patterns and dynamically adjust workflows. It cuts down operational overhead; but also enhances efficiency and consistency; enabling data engineers to work on more strategic and analytical work.

ISSN: 3071-5717
PP: 01-12.

1.2.2. Improved Data Quality

AI is very instrumental in enhancing data quality by detecting inconsistencies; missing values; duplicates and anomalies in datasets. Machine learning techniques have the capability to learn patterns in historic data to identify anomalies that might not be readily apparent under rule-based systems. This facilitates cleansing and validation of data more accurately. Consequently; organizations will have access to better quality datasets; and the quality will directly improve the quality of analytics; reporting; and decision-making.

1.2.3. Scalability

One of the benefits of using AI in data engineering is scalability. AI-powered systems can automatically scale the computation resources according to the workload needs; making infrastructure efficient. The AI-based frameworks are able to adapt to the growing data volumes and changing processing needs automatically; unlike in traditional systems where scaling configurations are done manually. This is especially relevant in contemporary data environments where the data is growing fast and unpredictably so as to maintain the steady performance without bottlenecks in a system.

1.2.4. Real-Time Processing

AI also facilitates real-time data processing as it supports event-driven and intelligent streaming architectures. The old system of batch processing places a delay; thus not suitable in time-sensitive applications. Integration of AI will enable data pipelines to process and analyse data in real-time as it is being generated; enabling organisations to get immediate insights. This can be particularly handy in applications like fraud detection; predictive maintenance; and real-time monitoring; where responding in time is paramount to operational success and risk reduction.

1.3. Challenges in Traditional Frameworks

Conventional data engineering systems have various limitations which are critical and restrict its application in the contemporary data-driven world. Their failure to effectively manage unstructured and semi-structured data; including text; images; logs; sensor data; and so on; is one of the main issues. These models were initially created to handle structured data which was stored in relational databases and therefore it would be hard to process and draw meaningful insights out of various types of data which are becoming prevalent in the current day world. The second significant weakness is the poor ability to change data trends. Conventional systems are very much dependent on fixed rules and fixed pipeline setups and therefore they are inflexible and incapable of dynamically adjusting to the data nature or business demands. This has necessitated manual updates on a regular basis to ensure accuracy and performance of the system. Another major problem is high latency; which is especially prominent in batch processing systems in which data is not processed in real time; but at discrete intervals. Such latency in data processing does not allow organizations to make timely decisions; which is essential in applications like fraud detection; real-time monitoring; and customer analytics. Additionally; the conventional frameworks provide only a limited amount of automation and extensive human resources are needed to perform the following tasks: data integration; data validation; and error management. This does not only escalate the cost of doing

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business but it also presents the possibility of human error and discrepancies in processing data. Together; those problems present the inefficiency of the traditional data engineering methods and emphasize the necessity of smarter; more adaptable; and automated solutions with the ability to meet the requirements of contemporary data ecosystems.

2. LITERATURE SURVEY

2.1. Traditional Data Engineering Approaches

Engineering was more or less focused on well-known; formalized data processing paradigms. Relational database management systems (RDBMS) like Oracle Database; MySQL; and Microsoft SQL Server were widely used in storage and management of structured data in organizations. These systems guaranteed the data integrity; consistency and performance in querying the data using SQL based operations. Also; Amazon Redshift and Teradata solutions of data warehousing were also popular to facilitate business intelligence and decision making processes through consolidation of historical data across sources. Data integration was supported using Extract; Transform; Load (ETL) tools like Informatica PowerCenter; Talend; and SQL Server Integration Services that automated processes and ensured data quality. Although these conventional methods were very effective at dealing with batch processing and historic analytics; they were by their very nature constrained when it comes to dealing with large volumes of data in real-time and high-velocity data streams; in addition to being inflexible in an environment where data processing and analysis needs to be dynamic and real-time.

2.2. Emergence of Big Data Technologies

The emergence of big data technologies brought a new paradigm to the field of data engineering; as it offered an ability to perform scalable and distributed processing. The Apache Hadoop framework helped organizations to process large volumes of data in clusters of commodity hardware with the MapReduce programming model. This method enhanced scalability and fault tolerance to a great extent than the conventional systems. Nonetheless; disk-based processing of Hadoop tended to create latency problems when it came to iterative computations. In response to this; Apache Spark came out as a force to reckon with; using in-memory computation to speed up data processing operations. Spark also added APIs on a higher level and support real time processing of data with Spark streaming thus becoming more applicable to modern analytics workloads. All these technologies allowed organizations to process a wide range of data types; such as semi-structured and unstructured data; and extended data engineering beyond traditional structured data.

2.3. Early Integration of Machine Learning

The first implementation of machine learning in data engineering systems was a significant move towards intelligent data processing. Initial applications were related to particular tools like data classification with algorithms being applied to classify data sets to ensure better organization and retrieval. The models of predictive analytics were also implemented to predict trends and assist the decision-making process with references to the patterns of historical data. Also; simple anomaly detection methods were used to detect abnormalities in data; especially in areas like fraud detection and system surveillance. Apache Mahout and Scikit-learn were typically tools used to these

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purposes. But these machine learning integrations remained typically disconnected with the underlying data pipelines and were not coordinated smoothly through end-to-end workflows. Consequently; they needed a lot of manual work and were not entirely geared towards large-scale automated data engineering operations.

2.4. Limitations of Existing Systems

Although in many respects; data engineering frameworks had made great progress; they were characterized by a number of critical limitations that prevented their efficiency in the contemporary data-driven environment. The use of fixed pipeline settings was among the main pitfalls as it was hard to match shifting data patterns and business needs. These systems were also not capable of real time processing and thus took time to avail data hence could not be useful in time sensitive applications. Moreover; the complexity of operation of distributed systems; the process of setting up ETL pipelines; and data consistency added pressure on data engineering teams. The second big constraint was the poor management of unstructured and semi-structured data; i.e. text; images and logs; which are becoming more and more common in modern data ecosystems. In turn; the latter flaws emphasized the necessity to develop more adaptive; smart; and scalable data engineering systems that would be able to accommodate real-time analytics and automated decision making.

3. METHODOLOGY

3.1. Proposed Framework Architecture

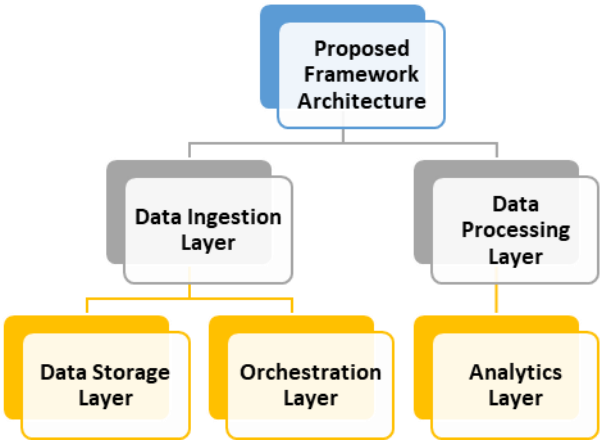

Fig 2 - Proposed Framework Architecture

3.1.1. Data Ingestion Layer

The Data Ingestion Layer ingests various sources of data that are heterogeneous and could possibly include databases; APIs; IoT devices; logs; and streams. This layer can handle batch and real-time data ingestion; making sure that data flows continuously into the system. Apache Kafka and Apache Flume are among the technologies that are usually employed to process data streams of high throughput. Initial validation; filtering; and schema detection are also done by the layer to ensure data quality and then sent to downstream components.

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3.1.2. Data Processing Layer

The Data Processing Layer converts raw data to meaningful and structured formats which can be analyzed. It comprises the process of data cleaning; normalization; transformation; and enrichment. Apache Spark and Apache Beam are both supported to use both batch and stream processing. At this point AI methods can be incorporated to perform intelligent profiling of data; anomaly detection and automated feature engineering to make data pipelines more adaptable and efficient.

3.1.3. Data Storage Layer

The Data Storage Layer offers scalable and reliable storage options of both structured and unstructured data. It generally incorporates data lakes; data warehouses and NoSQL databases to accommodate the variety of data types and access patterns. Common technologies in this layer include Amazon S3; Google BigQuery and Apache HBase. The storage architecture should be such that it guarantees data durability; fault tolerance and effective retrieval to perform analytical workloads.

3.1.4. Orchestration Layer

The Orchestration Layer handles and coordinates the execution of data flows throughout the pipeline. It secures the scheduling of tasks; dependency; handling of errors and monitoring pipelines. Apache Airflow and Kubernetes are some of the tools that are typically used to automate and scale workflows. This layer improves the reliability of the system due to its ability to dynamically adjust the pipeline and its autonomous recovery features in the event of a failure.

3.1.5. Analytics Layer

The highest layer is the Analytics Layer which allows data-driven insights by reporting; visualization and advanced analytics. It combines business intelligence applications and machine learning models to facilitate descriptive; predictive; and prescriptive analytics. Visualization is done on platforms like Tableau and Power BI; whereas real-time decision-making and pattern discovery are driven by AI frameworks. This layer transforms processed data into actionable insights; empowering organizations to make informed strategic decisions.

3.2. Mathematical Model for Pipeline Optimization

The objective of the proposed pipeline optimization model is to reduce the total cost of data processing with a balance between the performance efficiency and error control. The cost function is the total weighted time spent on the processing of a number of tasks; plus a penalty factor to explain the errors in the pipeline. Mathematically; the overall cost is calculated as the summation of all workload weight of tasks multiplied by the processing time and one more term which is the penalty of erroneousness multiplied by a component called lambda. Cost=∑i=1n(wi·ti)+λ·E The workload weight is defined as the relative importance or computational demand of each task in the data pipeline in this model. Processing time is the time that it takes to perform that task. The model takes the weighted contribution of individual tasks to the overall system cost by multiplying these two factors. Adding up all activities gives a holistic reflection of the efficiency of the pipeline in terms of

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execution. The second model element brings in the error rate that weighs inaccuracies; failures; or inconsistencies that can be experienced in processing data. The trade-off between the performance and the accuracy is controlled by the penalty factor lambda; a large value of lambda emphasizes more to reduce the errors; regardless of the effect on processing time whereas a small value favors speed over accuracy. Mathematic formulation allows optimizing data engineering pipelines dynamically by letting the system designers change weights and penalty factors depending on the application needs. An example is that real-time systems might be less concerned with accuracy and reliability; but critical analysis systems might be. All in all; the model offers a versatile and scalable manner to achieve efficiency and quality in AI-driven data engineering systems.

3.3. Anomaly Detection Model

The proposed framework anomaly detection model is founded on a probabilistic model that models the data as being normally (Gaussian) distributed. The chance of a data point falling at x is in simple terms: 1/square root of 2pi/sigma2/sigma2/2exponential of -(x-mu)/2sigma2/2. Here; mu is the average (mean) of the data; and sigma is the standard deviation; which is a measure of the distribution of the data values. $P(x)=2\pi\sigma 21e-2\sigma 2(x-\mu)2$. The principle of this model is that it estimates the likelihood of a particular piece of data belonging to the learned distribution of normal behavior. The probability of data points is considered high and the probability of very low is considered an anomaly. This is especially helpful in the context of data engineering pipelines when dealing with unusual patterns; e.g. an unexpected spike in data volume; unexpected delays in processing; or atypical values in datasets. The parameters sigma and mu are usually trained by using previous records over a training period and the system is able to know what a normal behavior looks like. After training; the model will continuously test the incoming streams of data in real time. When the likelihood of a new observation is less than a predefined threshold; then it is considered an anomaly and may give out alerts or automatic corrective measures. It is computationally efficient and simple to put into practice; suitable in large-scale data pipelines. Additionally; it offers a mathematically-based system of balancing sensitivity and specificity in anomaly detection. Through the threshold; organizations can manage the stringency of the system to detect anomalies to achieve the best possible performance and reliability in AI-driven data engineering landscape.

3.4 Flowchart Description

Fig 3 - Flowchart Description

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3.4.1. Data Sources

The Data Sources stage is the source of all the incoming data in the scheme. Such sources may be structured databases; unstructured logs; IoT devices; APIs; social media feeds; and enterprise applications. The variety of data sources implies the necessity of a flexible and scalable system that would be able to process various types of data and speeds. This phase is important to make historical and real-time data streams available to be processed downstream; which is the basis of the whole data engineering pipeline.

3.4.2. AI-Based Ingestion

In the AI-Based Ingestion step; emphasis is placed on the intelligent gathering and incorporation of information available in different sources. In contrast to conventional ingestion approaches; this layer uses artificial intelligence to automatically detect schemas; validate data; and filter noise. It is able to adjust to data pattern variations; identify anomalies and dynamically optimize ingestion rates. This guarantees relevant and high-quality data is fed into the system and manual intervention is kept to a minimum and ingestion errors are minimized.

3.4.3. Smart Transformation

Smart Transformation stage: It is where raw data is converted into structured and analysis-ready data. This involves data cleaning; normalization; enrichment and extraction of features. The use of AI methods is applied to automate complicated transformations; detect concealed patterns; and include intelligent data mapping. This phase improves the quality and the utility of data and makes sure that the downstream processes get consistent and significant datasets to be further processed and analyzed.

3.4.4. Storage

Storage stage is tasked with the responsibility of storing processed and intermediate data in scalable repositories safely. It also underpins most storage schemes like data lakes; data warehouses; and no-SQL databases to suit structured; semi-structured; and unstructured data. The storage system is highly available; durable and allows efficient retrieval of data. It is also able to version and govern data which are vital in ensuring data integrity and complying with compliance regulations.

3.4.5. AI-Orchestrated Processing

The AI-Orchestrated Processing stage handles the running of data processes with intelligent scheduling and automation. AI-based orchestration solutions can be used to monitor pipeline performance; schedule resources dynamically; and proactively deal with failures. This phase guarantees easy coordination of various elements of the pipeline; maximizing the time of execution and enhancing the reliability of the system. It also allows adaptive behavior of the pipeline depending on the change in workload and system conditions.

3.4.6. Analytics

The Analytics phase is the last phase in which the processed data is converted into actionable insights. It includes data visualization; reporting; and advanced analytics such as machine learning

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and predictive modeling. This step enables organizations to make decisions grounded on data by revealing trends; patterns; and anomalies. The analytics layer enhances real-time insights and continuous learning by incorporating AI features; thus improving business intelligence and strategic planning.

4. RESULTS AND DISCUSSION

4.1. Performance Evaluation

Three key measures of the modern data systems were applied to evaluate the performance of the proposed AI-powered data engineering framework: data quality increase; processing speed; and scalability. The quality improvement of the processed data was measured in terms of accuracy; completeness; consistency and reliability of the processed data with the input raw data sets. The incorporation of AI-based methods like automated data profiling; anomaly detection; and intelligent transformation greatly minimized errors; missing values; and inconsistencies; resulting in more reliable datasets to use in analytics and decision-making. Another necessary evaluation metric was processing speed; which was concerned with the time it takes to consume; process; and send data through the pipeline. Using distributed computing and in-memory processing; the framework showed significant latency cuts; and better throughput; so it was applicable to both batch and real-time workloads. The use of AI-based optimization further optimized performance because it was able to dynamically allocate resources and optimize execution paths. Scalability was considered by examining how the system can support growing data volumes; velocity and variety without slowing down the performance. The framework was highly horizontally scaled because it was efficient in distributing workloads among various nodes and was responsive to the fluctuating demands. Moreover; components designed to be cloud-native and containerized orchestration allowed elastic expansion; so the system could easily grow or shrink with changes in workload needs. On the whole; the analysis outcomes show that the suggested framework is balanced in terms of efficiency; reliability; and adaptability; and can be used in next-generation data engineering environments; which require high performance and automated processes of intelligence.

4.2 Comparative Analysis

Table 1: Comparative Analysis

Metric	Traditional Framework (%)	AI-Powered Framework (%)
Data Quality Accuracy	65%	90%
Processing Efficiency	55%	85%
Error Reduction	40%	75%
Scalability	60%	88%
Real-Time Capability	45%	92%

4.2.1. Data Quality Accuracy

The accuracy of data quality in the AI-based system was also much higher than in traditional systems; moving to 90 percent. The old structures were based on manual checks and rule-based purification; which were usually ineffective in revealing complicated inconsistencies and undetected anomalies. Conversely; the AI-driven solution includes intelligent data profiling; automated validation and anomaly detection methods; which will allow detecting and fixing errors more

ISSN: 3071-5717
PP: 01-12.

accurately. This results in cleaner; more reliable datasets that enhance the overall effectiveness of downstream analytics and decision-making processes.

Fig 4 - Comparative Analysis

4.2.2. Processing Efficiency

The efficiency of processing increases significantly as it is 55 percent in the traditional frameworks and 85 percent in AI-powered systems. Traditional data pipelines are based on batch processing and fixed allocation of resources; which cause delays and inefficient performance. The framework proposed utilizes distributed computing; in-memory processing; and AI-inspired optimization to speed up data transformation and execution processes. Consequently; the tasks will be done more quickly; latency of the systems will be minimized and the overall throughput of the system will increase significantly hence the system will be suitable in high performance environment.

4.2.3. Error Reduction

The traditional systems reduced errors by 40 percent and the AI-driven framework reduced errors by 75 percent. Conventional strategies fail to detect small data anomalies and failure of the pipeline because they are not very automated. Combining machine learning models can be used to detect errors in advance; predictive maintenance; and smart correction. This minimizes the number of errors that occur during processing and enhances the resilience and stability of the whole data pipeline.

4.2.4. Scalability

The AI-powered framework increased scalability to 88% (as compared to 60%). Older systems can have difficulty with scaling because of inflexible architectures and lack of support of distributed environments. Conversely; the suggested architecture employs cloud-native architecture; containerization; and smart workload distribution to provide a smooth horizontal scaling. This enables the system to manage the growing volume of data and the fluctuating workload effectively without performance being affected.

4.2.5. Real-Time Capability

Real-time functionality has the biggest percentage change as it has increased by 45 percent in conventional systems to 92 percent in AI-based systems. Conventional data engineering methods are mainly batch based and hence there is delay in the availability of the data. The AI-based framework

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entails real-time data streaming; intelligent ingestion; and adaptable processing mechanisms to provide insights in near real-time. This is essential in applications that need quick decisions; like fraud detection and monitoring; and real-time analytics.

4.3. Discussion

According to the experiments; it is quite evident that AI-based data engineering systems offer significant enhancements in comparison to the conventional ones in several aspects of performance. The most important benefit is the combination of machine learning-based methods; which allows optimizing dynamically the data pipelines. In contrast to traditional structures; which depend on fixed rules and set workflows; the AI-based systems are able to adjust to evolving data trends dynamically. This flexibility results in lower processing latency; with the system able to smartly redistribute resources; task priorities and execution paths based on workload conditions. This leads to more efficient processing of data; which can deliver insights faster. One more important enhancement is noticed in the quality of data. AI-based paradigms include advanced data profiling; anomaly detection and automated cleansing procedures; which can greatly increase the accuracy; consistency and completeness of datasets. This helps to eliminate manual intervention and minimizes the possibility of errors passing through the pipeline. As a result; organizations will trust better quality data on analytics; which can result in more precise predictions and improved decision-making results. Besides; the capability to manage unstructured and semi-structured data is a significant improvement compared with the old systems. Data environments of the modern world produce enormous volumes of data of various types; such as text; pictures; logs; sensor data; and so forth; which traditional frameworks cannot easily process. The use of AI-based systems uses sophisticated algorithms and scalable architectures to extract meaningful data on such types of data; increasing the analysis capabilities. This does not only increase the range of understanding but also allows finding out the concealed patterns and trends that were not available previously. In general; it is possible to note that AI integration is one of the enablers of developing intelligent; scalable; and high-performance data engineering solutions that can be applied in the next-generation analytics.

5. CONCLUSION

The introduction of AI-driven data engineering systems is an immense paradigm shift in the evolution of contemporary data ecosystems design; operation; and optimization. With data constantly increasing in quantity; speed and diversity; the traditional methods of data engineering cannot keep up with the requirements of real-time analytics and smart decision-making. The framework; proposed; will resolve these challenges by integrating artificial intelligence into all data pipeline stages; thus converting the non-adaptive and rule-based systems into the adaptive and self-optimizing ones. This integration can be automated in data ingestion and processing as well as in monitoring; optimization and error handling leading to a more resilient and efficient system overall. Among the most significant developments of this method is the significant improvement of the quality of data with the help of AI-based validation methods. The framework enhances data accuracy; consistency; and completeness by using machine learning algorithms to identify anomalies; profile data; and cleanse the data. This enhances the accuracy of downstream analytics directly and minimizes human intervention. The framework also exhibits enhanced scalability and performance

ISSN: 3071-5717
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through the use of distributed computing; cloud-native designs; and smart workload management. The capabilities enable the system to effectively process large-scale data processing tasks and at the same time; the system keeps the latency and the throughput low. The other significant improvement is the possibility to support real-time data processing. The proposed framework; in contrast to the traditional batch-based ones; integrates streaming technologies and AI-based optimization to provide near-instant insights. This is especially useful when used in applications like fraud detection; predictive maintenance; and real time monitoring where quick decision-making is essential. Moreover; the capability of the framework to handle unstructured and semi-structured data is very expansive and greatly enhances its application in various fields. In the future; the trend of future research will be towards the inclusion of explainable artificial intelligence to enhance transparency and confidence in automated decision-making procedures. Also; edge computing paradigms integration will allow processing data nearer to the source; decreasing the latency and increasing efficiency in distributed settings. Such developments will further empower the potential of AI-driven data engineering systems; rendering them invaluable to the next-generation analytics and smart systems.

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