# Application of Mobile Artificial Intelligence using Semantic Data Type

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*Abstract: This paper totally focuses on the Application of mobile Artificial intelligence using semantic data type and how we can interlink this concept. With this concept, this paper also focuses on how to extract the data and manage data from large amounts of data i.e. big data and for extracting that data which tools are to be used and by using that tools how we can choose semantic data among that data and what is the future scope of the mobile by using this type of data.*

*This paper also provides you future of the mobile artificial intelligence and semantic data used for it.*

*Keywords: Big data, Volume, Mobile, Hadoop, Application.*

## I. INTRODUCTION

In an era of information technology where technology is ruling the world, mobile is the very big invention which makes a human dependent on technology inarguably. At present, 99% people are addicted to mobile. So using this, how we can go further and make a use of mobile artificial intelligence and for accessing semantic data type how it will help and how semantic data will be extracted from large amounts of data and which tools are responsible for it.

### General Background

In the field of building intelligent mobile assistance systems, AI is not only a nice add-on but a necessary pre-requisite. So by making the use of the mobile artificial intelligence we can able to identify the symantic data from large amounts of data. In the current era, data which is generated by the user or we can say by the internet user is in the form of unsynchronized data i.e. data is not in a proper manner. So quantity of that data is not in GBs or TBs, but in the form of ExaByte. So that much of data will be generated and that type of data is known as a Big data.

## II. BIG DATA

The big data era is full force today because the world changing through instrumentation.

**"Big data is when the size of the data itself becomes part of the problem"**

Like in social networking sites generate GB, TB, ExaBits of data in a day and all this data is in unsynchronized format and so there is need to manage this data and this type of data can be generated by using the hand held device like a mobile phone.

✓ *Mainly there are three characteristics which define the big data*

1. **Volume:** Volume of the data is getting larger and larger in today's epoch which is in petabytes in the year 2000. The volume of the data available to organizations today is on the rise.

2. **Variety:** varieties represent all types of data like traditional and non-traditional data.

3. **Velocity:** volume and velocity of data have been collected and stored so the velocity at which it generated and need to be handled.

The rate of increasing data is in following manner which is shown in the diagram

From following chart you are able to identify that how data is growing day by day and year by year.
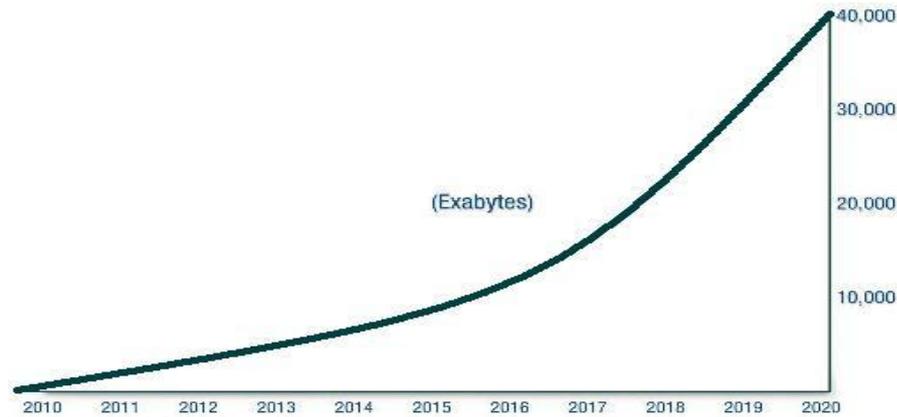


Fig 1: year wise increase in data

For deal with the data from big data we have to use hadoop platform and we able to deal with structured as well as unstructured data.

By using Big data we can able to create applications which not only directly link with the database or big data but also by using the artificial intelligence of mobile we can able to identify semantic data.

This concept can be implemented in mobile for creating some applications like application which accept the categories from the user and depending on the selected categories it will give you a response in a timely manner.

### III. PROPOSED APPLICATION FOR MOBILE USING THE CONCEPT OF BIG DATA

**Proposed mobile application is as follows:**

We will be able to create application to provide a just in time service to the customers through SMS. E.g. a customer subscribes for getting offer details from various malls will get an SMS when he or she is passing by that particular area. In this process, first of all the mobiles in area location of suppose 2 km around will be traced by finding out their latitude and longitude then his/her preference will be checked and accordingly the SMS containing  offers will be sent to the mobile owner or customer.

Here in this type of application three categories of users will be involved such as Vendor, Customer, Service provider i.e. Web portal owner and SMS service provider will be involved.

This proposed application mainly focuses on sending SMS to the registered customers for their chosen category.

First of all vendor (Mall owners/ Hotel Owner, etc.) need to register on the web portal. Also customers like us who would like to subscribe for the service has to register online on the portal and has to select the preference or category for which they want receive the SMS when they will be nearby.
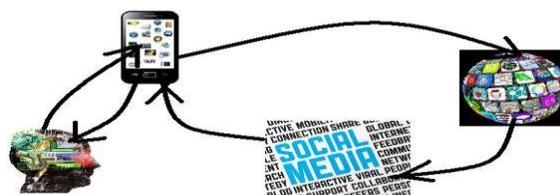


Fig 2 : Medium creating big data

From the above diagram you can able to find out that how a proposed application can work.

### IV. BENEFITS OF THIS APPLICATION

Following are the benefits of this proposed application

1.  Information in timely manner.

2.  No need to go and check detail each and every time on the website.

3.  Information of nearby shop or malls are available so easily tract the location.

4.  No need to call and to shop or just dial and get information.

## V. TOOLS USED FOR EXTRACTION OF DATA

**For the purposed** of extraction of data from the big data some tools are available like Hadoop

**HADOOP:** Apache Hadoop is a platform that provides pragmatic, cost-effective, scalable infrastructure for building many applications Hadoop is an open source, batch data processing system for enormous amounts of data.

## VI. CONCLUSION

This paper focuses on the concept of big data how it will get generated and how to deal with that data. The idea to create application which will interact with the user and depending on the semantic data type choose by user, sent related content to that user from the big data i.e. application of big data and advantages of that application.

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