Special Issue

Recent Advances in Big Data-Driven Prescriptive Analytics

Message from the Guest Editors

We are pleased to announce this Special Issue entitled "Recent Advances in Big Data-Driven Prescriptive Analytics", which is part of the MDPI journal Big Data and Cognitive Computing.

Traditionally, descriptive analytics have been strongly associated with passive data collection activities like reporting, performance monitoring, and dashboards. In recent years, business and social practices have digitized with the evolution of new enabling technologies such as artificial intelligence (AI), machine learning (ML), deep learning (DL), distributed ledger technology (DLT), and 6G, to name but a few. These supporting technologies, grounding the concept of prescriptive analytics, strive for relentless efficiency and business agility to address new revenue opportunities and to meet or exceed customer expectations through a superior experience.

The ultimate goal is to attain a new level of automation and intelligence to achieve automated end-to-end services, better known as zero-touch systems, efficiently and seamlessly, that is, to provide an adequate ecosystem of services, infrastructure, and capabilities to achieve fully integrated Self-X life cycle operations.

Guest Editors

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About the Journal

Message from the Editor-in-Chief

Big Data and Cognitive Computing (BDCC) is a scholarly online journal which provides a platform for big data theories with emerging technologies on smart clouds and exploring supercomputers with new cognitive applications. It is a peer-reviewed, open access journal that publishes high quality original articles, reviews and short communications. The primary aims of this journal are to encourage contributions of high quality scientific papers relating to data management and analytics in industry, such as manufacturing, healthcare, education, media and business, data mining, and cognitive science. There is no restriction on the maximum length of the papers.

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