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## Use of Big Data in Different Fields

**ME Sanayev**

*Assistant, International school of finance technology and science instituti samarkand campus  
Samarkand, Uzbekistan*

**DA Abdullayeva**

*Student, International school of finance technology and science instituti samarkand campus,  
Samarkand, Uzbekistan*

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The use of big data has become an integral part of various industries and it plays an important role in solving complex problems and making strategic decisions. Here are a few areas where big data is widely used:

1. **Medicine and Healthcare:** Analyzing patient data and hospital records helps doctors and researchers identify trends, predict disease and develop personalized treatment approaches. Big data also enables outbreak tracking and timely response to pandemics.
2. **Finance:** Big data enables financial institutions to analyze large amounts of transaction data, predict market trends, detect fraudulent activity, and make informed decisions based on data.
3. **Telecommunications:** Big data helps telecommunications providers analyze and manage large amounts of data about networks and services, improve communication quality, predict network load, and manage network performance.
4. **Retail:** Big data enables retailers to analyze shopping behavior, predict demand, optimize pricing and improve customer experience through personalized advertising and offers.
5. **Manufacturing:** Big data helps manufacturing companies optimize manufacturing processes, predict equipment failures and malfunctions, and improve production efficiency and quality.
6. **Public administration:** Big data enables governments to analyze population data, collect statistics, predict citizen needs, and manage resources and services more effectively.
7. **Transportation:** Big data plays an important role in optimizing traffic flows, traffic forecasting, improving public transportation and reducing congestion.
8. **Advertising and Marketing:** Big data helps companies analyze consumer behavior, optimize advertising campaigns, and improve targeted and personalized marketing.
9. **Education:** Big data enables analyzing student performance, offering personalized learning, optimizing curricula and improving educational processes.
10. **Science and research:** Big data has become an integral part of scientific research, allowing researchers to analyze and process large amounts of data, predict the reactions and behaviors of objects, and draw more accurate conclusions based on the data.

In medicine, big data plays an important role in the processing and analysis of large amounts of data, which helps to improve the diagnosis, treatment and prevention of diseases. The following are examples of the use of big data in medicine:

1. **Development of personalized treatments:** Analyzing large amounts of data, including genetic data, allows us to develop more effective and individualized treatments for patients. This helps to prevent side effects and increase the effectiveness of treatment.
2. **Anticipating epidemics:** Analyzing data on the spread of infectious diseases can help predict and prevent epidemics. Big data such as human movement data, climate data, and social media data are used to identify disease patterns and provide early signals of outbreaks.
3. **Improved diagnosis:** analysis of patient data, including medical history, laboratory results and imaging, reveals hidden relationships and patterns that lead to more accurate diagnosis of various diseases and more effective treatment.
4. **Patient Health Monitoring:** Large amounts of data collected through wearable devices and sensors help in regular monitoring of patients' health. This makes it possible to develop earlier measures to prevent complications and improve their health.
5. **Improving public health:** Big data in medicine can be used to analyze population and disease trends to help determine the most effective policies and programs to improve public health. This may include pandemic warnings, vaccine development, and other disease prevention measures.

The use of big data in the economy has enormous potential to improve decision-making, optimize business processes and predict trends. Some examples of the use of big data in economics are:

1. **Demand forecasting:** Analyzing data about purchases, consumer behavior and external factors allows us to forecast the demand for goods and services. This enables companies to plan production more accurately, manage inventory and improve delivery efficiency.
2. **Improving marketing efficiency:** Analyzing data about consumer behavior on the Internet and social networks helps companies better understand the target audience, determine effective advertising channels, and personalize marketing campaigns.
3. **Improving market forecasting:** Big data makes it possible to predict market behavior, changes in market conditions and trends in the economy. It enables financial institutions, investors and entrepreneurs to make better decisions on investment and risk management .
4. **Logistics and supply chain optimization:** Big data analytics can optimize logistics and supply chains, reduce transportation costs, improve demand forecasting and inventory management.
5. **Improved Decision Making:** Big data analytics helps executives and managers make better decisions based on facts and trends, not just intuition. This allows you to reduce risks and increase the success of decisions.
6. **Improving the quality of services and products:** Big data analysis allows companies to better understand customer needs and preferences, as well as identify problems and improve the quality of products and services.

Thus, the use of big data in the economy allows companies and organizations to obtain more accurate and useful information that helps them make better decisions and achieve better results.

Big data plays an important role in management because it enables companies and organizations to make better and smarter decisions. A few areas where big data is used in management are:

1. **Forecasting and planning:** Using big data analysis, future trends and developments can be predicted, which helps to manage business plans and develop the company's development strategy.
2. **Data-driven decision making:** Big data enables companies to make decisions based on evidence rather than intuition or management opinion. This makes it possible to increase the accuracy of the decisions made and minimize the risks.
3. **Process optimization:** Big data analysis helps to identify bottlenecks and inefficient processes in the organization, which makes it possible to optimize them and increase operational efficiency.

4. Improved customer experience: Big data allows companies to gain a more complete understanding of their customers, their preferences and behaviors. It helps you personalize marketing activities and offers, improve customer service and improve customer satisfaction.

5. Demand forecasting: Big data analytics allows companies to forecast demand for products or services, which helps in inventory management, production planning and optimization of logistics processes.

6. Improving the quality of goods or services: Data analysis helps to identify the causes of problems related to the quality of goods or services, which makes it possible to eliminate them and improve customer satisfaction.

7. Risk Forecasting: Big data analysis helps identify potential risks and threats to the organization, which helps in developing strategies and plans to protect against them.

8. Market and competitor monitoring: Big data allows companies to monitor market changes and competitor actions, which helps develop competitive strategies and tactics.

In general, the use of big data in management allows companies to obtain more information, better understand the market and customers, make informed decisions and manage their business effectively.

The use of big data in education can be useful for making innovative decisions, improving educational processes and improving educational outcomes. A few areas where big data can be used in education are:

1. Personalized learning: Big data analytics can help tailor teachers and curriculum to the needs of each student. By analyzing data about students' learning progress, preferences, and learning styles, their learning experience can be optimized by providing personalized recommendations and materials.

2. Predict and prevent academic failure: Big data analytics can help identify students at risk of falling behind. This may allow teachers and administrators to take preventive measures, such as providing additional instructional materials or providing additional support.

3. Course and program optimization: Big data analytics can help educators and administrators determine which program elements are most effective and what needs to be changed for improvement. This allows for the development of optimal teaching materials and teaching methods.

4. Analyzing the effectiveness of instructional materials: Big data can help educators evaluate the effectiveness of instructional materials, including textbooks, online materials, and video lessons. This allows you to determine which materials are most useful to students and make adjustments to your learning resources.

5. Predicting trends in education: Big data analytics can help researchers and scientists identify trends and patterns in education. This enables educational institutions to predict the future needs of students and develop appropriate programs and courses.

However, when using big data in education, it is important to consider privacy and data security issues to ensure the protection of students' personal data.

Every new invention has to be of great benefit to be of value. This criterion is also relevant for BIG DATA:

- easier planning;
- info-products for quick work drop off;
- product demand;
- evaluation of satisfaction with use ability;

- easy to reach the desired audience search;
- supply optimization;
- increase the quality and speed of interaction increase;
- customer **loyalty increase**

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