From the Editor's Desk

Dear Readers,

We are making good progress towards making Visleshana a research publication of international quality. The content and format of this issue is a step in that direction. The primary publication of a Special Interest Group should be a transactions type of a journal. The good news is that Big Data Analytics is attracting plenty of research and there is plenty of scope for exploration. We are therefore quite hopeful of getting excellent research articles that will be cited many times.

This issue of Visleshana features a detailed research article on segmenting customers based on their Customer Lifetime Values (CLV). Customer Relationship is an important paradigm contributing to the success of a business. CLV is good metric that businesses should be using to nurture long term customer relationships for effective monetization in future. Authors Nikita and Surya realized this importance and used Pareto / NBD technique to model the retail data and segment customers into gold, silver, and bronze categories and evaluate the accuracy of their methodology.

It is a great experience to hear experts elucidate complex technologies in simple terms. We are fortunate that Prof. BLS Prakasa Rao, a world-renowned statistician who is also a Shanti Swarup Bhatnagar awardee, has kindly consented for his Lecture Notes on Big Data to be excerpted into an article for this issue of Visleshana.

Engineering without regard to ethical considerations is like humanity without a conscience. It may actually take the civilization backwards instead of helping make progress. Dr. Aruru, who is making remarkable contributions to Health Policy and Ethics, in her article inside, writes about the emerging inter-disciplinary area of Big Data Ethics, and the timely and pertinent questions that it raises.

No discussion about Big Data Analytics is complete without discussing the career opportunities. Krishna Kumar delves into this topic and presents excellent insights into Big Data careers. Often dubbed as "the sexiest job of the 21st century", the key roles and the requisite skills are described in a lucid manner.

IEEE's international conference on Big Data Services was organized in San Francisco this year. I had the opportunity to attend and also present a technical paper in the conference. I thought the readers would benefit from quick insights into the conference proceedings without actually having to sit through the entire conference or read the bulky proceedings. So, I compiled and included the notes that I took from the conference in this issue. You can read about Kinetic Drives, how Walmart is trying to solve the NP-hard problem of matching purchase items to packaging boxes among several other interesting snippets from the presentations. Happy Reading!

With Every Best Wish,

Vishnu S. Pendyala

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