

A Proposed Model used Big Data Architecture to improve Digital Economy in

Jordan

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Abstract

Big data is the oil of the future, as it offers many advantages for countries to benefit from in developing their digital economy, because it enables them to benefit from and analyze the data they have. Furthermore, it provides a deeper understanding about people and their needs and requirements in many sectors such as health, education, transportation, energy, finance, security and protection, and it helps. After understanding their needs, to take appropriate decisions to improve the lives of individuals and the fair distribution of resources and services provided by the state to citizens in many areas. There is encourage researcher to work on proposing methodologies or models for improving the digital economy in the countries of the world. This study introduces the proposed model to enhance the digital economy in the Hashemite Kingdom of Jordan using big data, and the proposed model consists of several processes. In the first step, data is collected from the open government data portal provided to citizens and institutions for analysis, which is the basis of the proposed approach. In the second step, the data pre-processing process is carried out the indexing data via several operations are handle missing data, duplicate data and incomplete data. In the third step, a model was created that analyzes data based on Machine Learning (ML) algorithms for prediction. The fourth step is to evaluate the findings and to test the proposed model. Yet, used Rapid Miner Studio 9.8 platform to implement the model which able evaluate the theoretical model used different source of datasets.

Keywords: Big Data, Digital Economy, Open Data, Reach2025, E-Government, E-commerce