**Implementing the Map reduce function**

Introduction:

Most database systems store data sin central servers where data can be accessed based o relational database systems. In the case of amazon, the users are tracked based on ID, the details are stored based on what we may decide to infer as key value pairs;

A key value pair will hold the responsible id and then attach it to the objects as part of that ID, in this case, the web page visited, descriptions, how long and the items viewed:

The process to Map Reduce ()

The following process is followed when developing an algorithm to work on the dataset like in Hadoop Big data:

1. **Input splitting**: Incoming data is split into various components that can be aggregated and communed by the systems, also called chunks
2. **Mapping**: The split data is then mapped into the various functions that will work on it
3. **Shuffling:** This process involves the amalgamation of the previously developed maps
4. **Reduce:** A summary of the shuffle is created here, the objective is to come up with a single solution that can be acted upon.