Highlights

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- Research highlight 1
- Research highlight 2

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Abstract

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1. Introduction

The advent of the internet and widespread use of digital devices have sparked a profound shift in connectivity and data creation, leading to an era marked by a rapid growth in data. This period is characterised by the extensive expansion of data, which presents difficulties for traditional data processing systems and necessitates inventive methods in data architecture [**?** **?**]. The vast amount, variety, and rapid generation of data in the current digital environment necessitate innovative solutions, particularly in the field of Big Data (BD).

Data needs have dramatically evolved, transitioning from basic business intelligence (BI) functions, like generating reports for risk management and compliance, to incorporating machine learning across various organisational facets [**?**]. These range from product design with automated assistants to personalised customer service and optimised operations. Also, as machine learning becomes more popular, application development needs to change from rule-based, deterministic models to more flexible, probabilistic models

that can handle a wider range of outcomes and need to be improved all the time with access to the newest data. This evolution underscores the need to reevaluate and simplify our data management strategies to address the growing and diverse expectations placed on data.

Currently, the success rate of BD projects is low. Recent surveys have identified the fact that current approaches to big data do not seem to be effectively addressing these expectations. According to a survey conducted by **?** , only 13% of organisations are highly successful in their data strategy. Additionally, a report by NewVantage Partners reveals that only 24% of organisations have successfully converted to being data-driven, and a measly 30% have a well-established big data strategy. These observations, additionally corroborated by research conducted by McKinsey Company (analytics2016age) and Gartner (Nash), emphasise the difficulties of successfully using big data in the industry. These difficulties include the lack of a clear understanding of how to extract value from data, the challenge of integrating data from multiple sources, data architecture, and the need for skilled data analysts and scientists.

2. Background

3. Related Work

4. Why Reference Architectures

5. Software and System Requirements

6. Theory

7. Artifact

8. Discussion

9. Conclusion