This research paper evaluates how big data analytics can be used as an efficient way for performance evaluation in the education sector. The researcher is presenting a framework for the big data analytics and highlights the comparison of the institutional data characteristics with big data characteristics. Due to the advancement of technology modern conventional approaches are adopted by educational institutions in teaching and learning. The number of students enrolling for advanced studies are registering for various courses is increasing day by day globally. The higher education sectors are increasingly getting technology-centric and institutions under this sector need to look for tools and technology for data acquisition and storage for further analysis as well as decision making. The huge amount of students' data in these institutions can be considered as big data. Big Data refers to the large volume of the data as well as the technology and tools used to process and analyze data into usable information. Academic institutions should make use of advanced technologies to yield the benefits from this huge amount of data. Also, there is a need to understand how this big data analytics tools and technologies can be utilized in a way to take decisions and drive the
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institution towards benefitting from the big data.

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Index Terms

Computer Science

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Keywords

Data Analysis, Big Data, Data Analytics, performance evaluation, Higher Education