

Big Data Concern with Web Applications: The Growth Enhancement for Free Venture Proposal

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Abstract— Big data is more than just some trending business phrase that's big on style and low on substance; it brings with it tangible benefits for any company willing to use it so Here this document is made for all Security issue with big data for the application "The Growth Enhancement For Free Venture Proposal". This document includes all the necessary security facilities for details of business. All the credential information of the business will also going to be secured here. The advantages of leveraging big data are real and oftentimes far-reaching, which is why so many organizations have adopted big data for their own operations But that doesn't mean big data has prepared a paved road to the future. Security for online payment of the particular business is the most basic requirements for this application. As most of the client will going to do an online payment for their service charges, security for their payment is highly recommendation. As we all know that online payment has its own advantages and some of the drawbacks also. By providing online payment clients will easily pay their charges while it also has a drawback of risk of security and many more.

Key words: Business Hub, Digital Marketing, Business Sharing, Payment, Security

I. INTRODUCTION

Ours Main motto is give priority to low category business such as Tea stall, street vendor, flower shop etc. We encourage them to register with us free and explain the advantage of them.

Here we provide navigator, advertisement and rating facility to them. New Comer to society or city can easily find their requirement easily by time saving we providing pan-India search services via the Phone, Web, Mobile and SMS.

In this web application we provide the some facility like free listing map navigation, Advertisement, rating, From lower Category to higher Category all of them can able to register with us free of cost.

Some of the other services that can be of assistance to you for leisure, health and home convenience are - Courier Service, Laundry Service, AC Repair, Thyrocare, Metropolis, Order Mineral Water, Book a Table, Doctor's Appointment, Order Food Online, etc.

II. MODULES

There are two modules in this topic mainly

- Security Aspects for Business Profiles,
- Security Aspects for Online Transaction.

A. Security Aspects for Business Profiles

Here are three main security issues relevant to doing business online:

- Verifying the identity of the person you are doing business with.
- Ensuring that messages you send and receive have not been tampered with.
- Obtaining evidence of the date, time and place at which a contract was made.

1) Encryption

The process of encryption underpins many information and communications technology security arrangements. Generally, the encryption process involves encoding a message using an encryption algorithm so that only the sender and intended recipients can access it. The encryption algorithm uses a key that at the receiving end is used to decode the message.

- Data protection: The data protection principle states that 'appropriate technical and organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data'. It is important to note that data controllers must take into account both the harm that might result from unauthorised processing and the nature of the data to be protected. The ICO have ordered numerous bodies to use encryption techniques after personal data was leaked, and in some cases have imposed a fine.

B. Security Aspects for Online Transaction

Security is an essential part of any transaction that takes place over the internet. Customer will lose his/her faith in e-business if its security is compromised. Here are some payment security basics you should take in consideration:

1) Privacy Policy

You need to have a privacy policy that will make customers comfortable shopping at your site. Customers want to know that their information will be kept secure and confidential and will not be used for malicious purposes. They need to know what you plan to do with the data you collect.

2) Secure Transaction

Ensure that your online transactions will be secure. Use SSL (Secure Socket Layer) encryption to ensure your customers' personal and credit card data is not compromised or exposed to third parties during transactions.

III. LITERATURE REVIEW

Scientific analytics: Many research and governmental institutions are exploring innovative approaches for social security. Examples of such possibilities are homeland security through analysis of social networks, and financial transactions of possible terrorists, national security through the management of extremely large video and images datasets collected by the satellites. Assessment is an inherent classification that can be applied on process to get a quality software product. These issues suggest that each and every process should be classified in terms of requirement which ensures that necessary security controls are integrated during requirement, design and implementation of a software product [4]. In Transport sector the applications of Big Data are multiple - visualization of traffic and resources, optimizing the transport services and maximizing the availability of the transport resources.[6]

- Cyber Security analytics: Big Data is changing the security landscape, and what IT professionals need to know to stay abreast of the new approaches as it enables various capabilities; for instance, the analysis of long-term historical trends and predictive analysis. By collecting data on a large scale and analyzing historical trends, it is possible to identify when an attack started, and what were the steps that the attacker took to get ahold of your systems. Issue related to Authorization: It is a process for assessing the security of a system by verifying the specified operation performed by authenticated person. Authorization can be implemented through access control where access is authorized. [3]
- Sales and marketing: Customer Relationship Management fits well with the Big Data technologies. It involves tracking of activities of processes and maintains log details. Security can be maintained through audit transactions which help to determine the attacker or source of attack if occurred in software [1,2].

IV. CONCLUSION

From this document we can conclude that for accessing web application we need to provide security for its data, payment options and also prevent from intruders from being hacked. And for that purpose we need to provide some of the security techniques. So that, users will get reliable access to the application and also be sure that their data and credential information are also secure.

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