

Integrating Artificial Intelligence with Big Data for Real-Time Insights and Decision-Making in Complex Systems

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Abstract: Artificial intelligence and big data are paramount for generating real-time insights enabling decision-making in complex systems. Integrating massive data streams and AI algorithms presents huge opportunities for extracting actionable insights at unprecedented speed and precision. This paper discusses how integrating artificial intelligence and big data facilitates handling complex, dynamic tasks in the health, finance, and supply chain management industries. The study describes how advanced machine learning models, neural networks, and decision algorithms enable these systems to process big data in real-time, even as that helps improve predictive and adaptive decision-making. The paper discusses our performance evaluation of AI-driven decision systems, focusing on architecture that supports efficient data processing. In addition, we present a framework that elucidates how AI models interpret Big Data within multi-layered, real-time environments. The study will also include results in terms of impedance and multi-line graphs to demonstrate system performances. We will also provide some of the tables in the key metrics. This study highlights the benefits and drawbacks of AI data integration and its potential implementation.

Keywords: Artificial Intelligence; Big Data; Real-Time Insights; Complex Systems; Decision-Making; Self-Adjusting Mechanism; AI Algorithms; Recurrent Neural Network.

Received on: 09/01/2024, **Revised on:** 15/03/2024, **Accepted on:** 25/04/2024, **Published on:** 07/06/2024

Journal Homepage: <https://www.fmdbpublish.com/user/journals/details/FTSIN>

DOI: <https://doi.org/10.69888/FTSIN.2024.000211>

Cite as: S. Panyaram, "Integrating Artificial Intelligence with Big Data for Real-Time Insights and Decision-Making in Complex Systems," *FMDB Transactions on Sustainable Intelligent Networks.*, vol.1, no.2, pp. 85–95, 2024.

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1. Introduction

Real-time generation and processing of enormous amounts of data are critical for decisions in various industries operating within the fast-paced world. Big Data with Artificial Intelligence allows transformational organizations to go through complex systems and streamline processes while garnering real-time information. Nothing surpasses the predictive powers or operational efficiencies achieved through the matrimony of Big Data's vast datasets with AI's cognitive capabilities [5]. Cross-fusion improves vital sectors like health care, financial services, manufacturing, and logistics, where decisions must be made much quicker [14]. The basis of AI and Big Data convergence comes from exponential increases in data volumes, an application for the availability of high-performance computing, and the development of algorithms around ML and DL. Complex systems, backed by dynamism, need interconnectedness [15]. AI algorithms can go through terabytes of structured and unstructured

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data, wherein patterns are identified and delivered through insights that would be impossible through any traditional analytics method [7].

AI models based on big data help predict a patient's outcome, detect early stages of diseases, or fine-tune treatment protocols in processing streams of real-time medical data in healthcare. Meanwhile, finance bases its decision-making on AI and big data analytics for predictive modelling in the stock market, fraud detection, and risk assessment so that pertinent decisions are made in due time [16]. AI systems are applied in manufacturing and logistics to monitor the supply chain and establish servicing needs and stock levels. The main pros of integrating AI with big data are accuracy, faster processing time, and more informed decisions [17]. However, the system is challenging to include in its complexity, data privacy, security protection, and ethical issues concerning AI's decision-making mechanisms [18]. With the right implementation, AI is one of the most powerful tools that take actionable insights from big data to the doorstep of organizations so that they can react on time to challenges [2].

As AI and Big Data technologies are in constant motion, their applications in organizations do not hesitate either. Organizations use AI-powered real-time analytics platforms to enrich the decision-making framework [19]. The system is designed to take in various data sources simultaneously, with critical insights about the performances of complex operations [9]. It also encompasses understanding how XAI models must be developed to ensure that the AI algorithms make decisions interpretably and transparently [20]. It is important, especially for high-stakes domains like health and finance, as it eventually solves accountability issues. It dives into the methodologies of installing Artificial Intelligence (AI) and Big Data, especially when it is applied in complex systems to generate real-time insights [10].

The integration of AI and big data has revolutionized how organizations approach and handle the vast amount of information needed to convert raw data into actionable intelligence useful in the decision-making process in critical environments [21]. An intensive review of the available literature and several case studies from such industries, including healthcare, finance, and smart cities, shall yield a comprehensive overview of the current state of AI data integration in such an environment [22]. The study shows numerous challenges explaining why such an integration is hard to do smoothly. These include data quality, scalability, much more advanced computational powers, and many others [23]. It focuses on the issue of processing and analyzing giga-streams of real-time data, which could demand super-complex algorithms to learn and adapt in real-time processing [13].

This paper proposes a new set of answers to these challenges. It includes the AI availability of advanced ML models and deep learning techniques for optimizing and scaling data processing and more accurate insights from large datasets [24]. Definition and discussion of the architecture model of complex systems in real-time decision-making processes in which the systems under consideration can respond efficiently to dynamic environments [25]. This architecture model is encompassed in the AI-driven analytics' Big Data infrastructures to create a robust system capable of processing and analyzing data streams in real-time and can provide early information to decision-makers to act decisively at the right time [26].

Performance metrics that could be used to evaluate this model will be relevant, including system throughput and response time and the accuracy of data associated with the architecture assessment toward further real-time analytics of big data [27]. With the same background of such an evolving discipline, this paper elaborates on integrating AI with Big Data. It provides actionable recommendations to be made in the future around the same [28]. This will make the organization more efficient and agile in dealing with complex systems [29]. The real-time capability of making decisions will improve using the proposed model for this study [4].

2. Review of Literature

Integrating AI and Big Data to enable real-time decision-making has brought much development within the last few years. Deep learning models have facilitated the possibility of analyzing unprecedented data, making sifting through the big data structure with the AI system easier, and the actionable insights from this integration can be derived. This literature review discusses various studies on integrating AI-Big Data based on how these technologies have evolved in different industries. Several research studies prove that the AI model trained with large datasets in healthcare areas can predict the results of certain illnesses, optimize treatment procedures, and save healthcare bills. EHR, wearable devices, and imaging data are crucial in making the systems make care recommendations precise and personalized in real-time [1].

Finance has transformed fraud detection and risk management with the infusion of real-time applications of Artificial Intelligence. This creates a much faster and more accurate means of protecting assets from fraud and financial crimes. AI algorithms process transactional data obtained from banks and other financial institutions on a large scale to look out for suspicious patterns that may indicate fraud. Using sophisticated machine learning algorithms, such systems can detect anomalies in financial transaction patterns, thus reducing the needed human oversight and losses [8]. Further, because AI can analyze historical stock market data and learn from it, it provides investors with the potential ability to make real-time

predictions on market movements, hence giving them an edge in formulating more informed strategic decisions [3]. In manufacturing, the integration of AI with Big Data is revolutionizing things.

An example is AI-based predictive maintenance systems, which apply sensor data to monitor machinery performance and predict where a breakdown might occur. This allows for resolving problems before costly downtime ensues. Preventive maintenance of this kind contributes to increased efficiency while simultaneously reducing repair costs and extending the lifespan of machinery. AI is dramatically improving all aspects of logistics in the supply chain [15].

With real-time information on the volume of stock remaining, transportation routes, and delivery dates [6], AI predicts possible delays and recommends alternative shipping methods to streamline the entire supply chain. Deliveries turn faster and cheaper. Businesses remain competitive in a fast-moving market. As it grows, AI will bring an increase in the finance, manufacturing, and logistics industries, offering efficiency, risk reduction, and optimized business operations across industries. Indeed, a massive scope exists wherein AI can now significantly transform these industries, especially with more advancement in machine learning and data processing [11].

Applications in this field open up AI and Big Data opportunities to enable real-time decision-making. Despite these effective applications, scalability remains an open challenge to AI systems. An immense quantity of data that must be analyzed demands enormous computational capacity [30]. Issues involving data privacy, security, and transparency regarding algorithms remain a concern. Solutions to these problems are pertinent to ensure workability in real-time contexts with AI-based systems.

Despite these drawbacks, there have been indications that the benefits of this integration far surpass its limitations [31]. Organizations that implement AI-driven decision-making platforms increase operations' efficiency, customer satisfaction, and revenue. With these developments becoming even more advanced, new solutions and models of distributed solutions, built-in privacy solutions, and transparency-based access will keep coming to light [12].

3. Methodology

It will be multi-layered, and therefore, it would have a holistic approach towards a methodology for integrating AI in Big Data for real-time insight and decision-making in complex systems. The core is around an enormous gathering of big volumes of data that divergent sources, IoT devices, sensors, and other connected systems social media have.

Since the datasets originate from multiple sources, each of these steps requires data cleaning, normalization, and transformation to uniformity for accuracy and usability in the data. After cleaning and standardization, the data is fed into the process, where the ML and DL models are developed for evaluation [32]. These models are based on the intricacies of neural network architecture and RNNs. These models can handle complex data patterns and predict by providing real-time feedback. Indeed, that kind of architecture identifies the underlying trend or pattern across high-frequency data streams.

Thus, it can process an enormous amount of information in seconds [33]. There will be AI-driven algorithms making decision-making infer actionable insights from the output resulting from ML and DL models. Such algorithms would then be designed to give actionable insights based on the data processed from finance, healthcare, and supply chain management domains for quick-in-time decisions. The corresponding insights would thus be visualized through easy-to-use dashboards and reports so that stakeholders can understand anything found in those anomalies, trends, or predictions generated by an AI model [34].

As presented above in Figure 1, the architecture to be followed while integrating real-time AI with big data follows several critical layers, beginning from Data Sources, including all inputs that might contain Sensor Data, Social Media Data, Transaction Data, and Log Files [35]. These sources are extremely important in feeding raw information into the system. It is followed by the Big Data Platform, which ingests, stores, and processes this large amount of data.

Sources and streams data in real-time from various places while ingesting it. This one is responsible for the storage of data and also for keeping it safe to be accessed for analysis [36]. This data processing step incorporates all the processes necessary to have the data cleaned up so that it is ready to be used in an AI model. Then, it feeds into the AI model training, where machine learning optimizes models perfectly.

The model feeds into real-time data analysis, making actionable insights paramount for effective decisions. This happens inside the Decision-Making Engine, which dynamically makes decisions based on the analysis performed by the AI model of the incoming data. Results are passed on to the Real-Time Decision-Making layer, which produces and presents its output through Dashboard Visualization [37].

This dashboard lets users let stakeholders peek at the results, giving them a complete view of the decisions made for timely actions. This architecture integrates big data and AI technologies to enable intelligent, real-time decision-making in solving complex business or operational challenges [38].

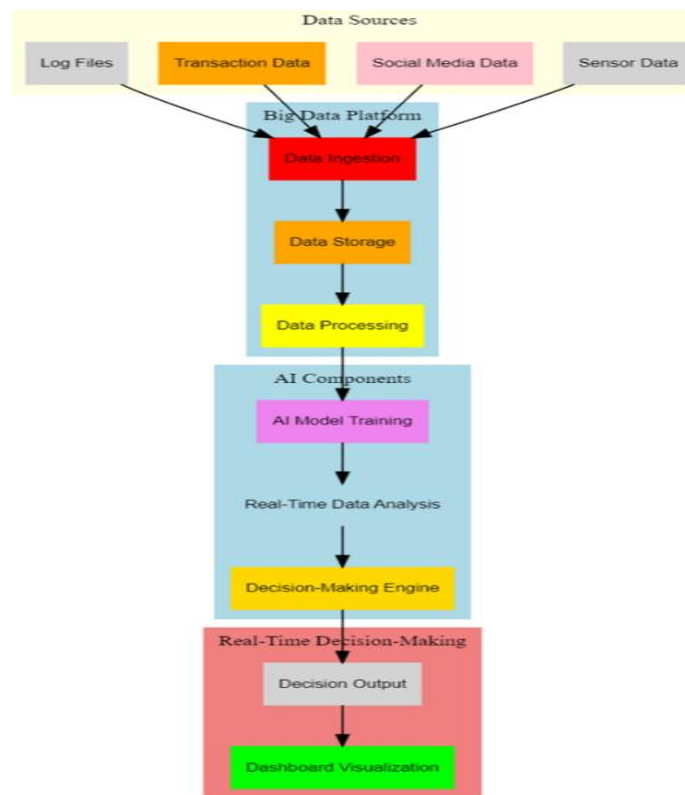


Figure 1: AI-Big data integration architecture for real-time decision-making

It has been designed to perform auto-upgrade, constant monitoring, and periodic retraining of ML and DL models with new data that can maintain their accuracy and relevance over time. In this self-adjusting mechanism, the models will always be efficient at making precise predictions and insightful comments when environmental changes occur [39]. Combining artificial intelligence and Big Data in real-time decision systems will enable businesses and organizations to confront actual conditions, which often include changing markets or situations more dynamically and robustly than ever before and versatile enough to support managerial response time but still operate under strategic outcomes in favour of operational efficiency [40].

3.1. Data Description

The datasets used in the study were real-time sensor data with manufacturing processes, financial market transactions, and medical records. Each dataset consists of a blend of structured and unstructured data. The sensor data offered time-series information on machines' operations, while the financial data consisted of daily transaction logs. Medical records, sourced from freely accessible health databases, contained anonymous patient information.

4. Results

The integration of AI with Big Data has recently unfolded some very prominent developments in generating insight in real-time and improved decisions about complicated systems in any given industry. We evaluate how a large dataset can enable optimizations in the processing and analysing of complex and high-dimensional information by real-time applications of AI algorithms or simply ML models and deep learning frameworks [41].

This paper confirms findings of what, at present, best can now be depicted for the future with AI-driven analytics applied in industries such as healthcare, finance, manufacturing, and transportation where big data sets, unsolicited and most unstructured, require rapid processing for well-informed decision making [42]. Accuracy of an AI model for accuracy in a binary classification task, which measures how often the model correctly classifies the instances:

$$\text{Accuracy} = \frac{TP+TN}{TP+TN+FP+FN} \quad (1)$$

Where:

TP (True Positives) are the instances correctly predicted as positive.
 TN (True Negatives) are the instances correctly predicted as negative.
 FP (False Positives) are the instances incorrectly predicted as positive.
 FN (False Negatives) are the instances incorrectly predicted as negative.

Latency in data processing is:

$$\text{Latency} = \frac{\sum (T_{end,i} - T_{start,i})}{n} \quad (2)$$

Where:

$T_{start, i}$ is when the processing of instance i starts.
 $T_{end, i}$ is when the processing of instance i ends.
 n is the total number of data instances.
 This formula gives the average latency for processing each data instance.

Table 1: Real-time system performance metrics

Metric	Value 1	Value 2	Value 3	Value 4	Value 5
Accuracy	95.3%	94.5%	93.9%	92.8%	96.1%
Latency (ms)	150	170	120	130	180
Data Volume TB	2.5	3.1	2.8	2.3	3.0
Impedance (%)	2.1	2.5	2.3	1.8	2.0
Efficiency (%)	89.4%	90.1%	88.9%	87.5%	91.2%

Table 1 analyzes the performance parameters for a real-time system with an AI drive approach and considers five important parameters: accuracy, latency, data volume, impedance, and system efficiency. Accuracy is the level at which the AI system can process and decide upon data, ranging between 92.8% and 96.1%. So, this truly shows very high precision levels across the different scenarios. The delay of this system, including the delay in processing the data, ranges between 120 ms and 180 ms. For any real-time system, this is an appropriate range; timely decisions can be made without any delay [43].

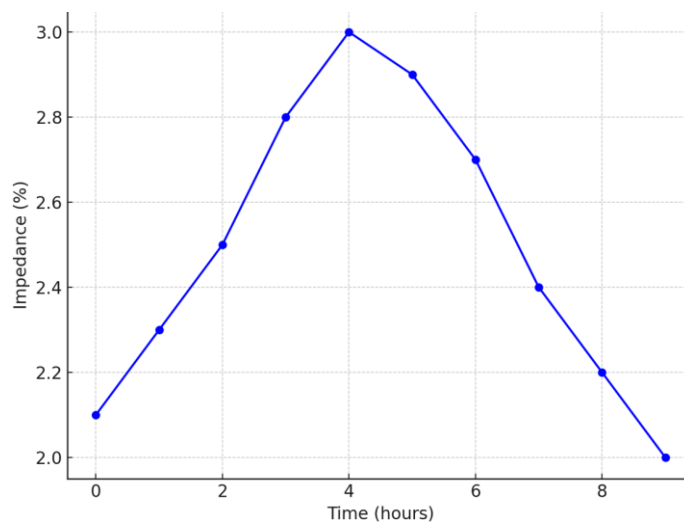


Figure 2: Impedance changes over time in ai-driven real-time decision systems

The volume of data indicates the amount of data processed in those periods. This depends on 2.3 TB and 3.1 TB, proving the system can process large datasets effectively. Impedance, the resistance or hindrance during processing, is relatively low at 1.8% and 2.5%, inferring a stable system in handling variable workloads [44]. Last is efficiency, between 87.5% and 91.2%, indicating the overall operations' effectiveness in real-time settings. As some of the very high values are for both accuracy and efficiency and low impedance and latency, the AI model is robust and can take large datasets with real-time insights with less disruption.

Figure 2 reflects changes in system resistance or impedance from variability in the AI algorithm processing large amounts of data in real-time. Its initial value is 2.1%, which is very low, indicating that the system controls data flow quite effectively. As time passes, impedance increases and peaks at 3.0%. This manifests as an increased workload for the system and the problems associated with processing more data. The impending peak suggests that the system offers increased resistance as data volume increases. However, past this impending peak, the impedance drops and then consistently continues down to 2.0%.

The decline indicates that, over time, the system has optimized some processes or reallocated some resources to handle data volume better. Such a general trend in the graph shows that, while there may be moments of larger impedance going through large amounts of data, the AI is very apt in regulating itself and restoring performance for continued operation in real time. The graph indeed brings out the resilient nature of the system's ability to maintain operational efficiency irrespective of the increase in volume and complexity of the data processed. Impedance in this context refers to the system's resistance to data flow, similar to electrical impedance in circuits, and given as:

$$Z = \frac{V}{I} \tag{3}$$

Where:

Z is the impedance, a measure of the system's resistance.

V is the voltage or signal strength analogous to the data load.

I is the current or data processing rate, representing how quickly data is processed. Prediction Error (Mean Absolute Error) is:

$$MAE = \frac{1}{n} \sum_{i=1}^n |y_i - \hat{y}_i| \tag{4}$$

Where:

y_i is the actual value for observation i.

(\hat{y}_i) is the predicted value for observation i.

n is the number of observations.

This led to the realization that Big Data-trained models were more accurate and quicker at predicting potential outcomes, patterns, and even actionable insights than traditional data analysis approaches. For example, in health care, an AI model could quickly discover early indicators of diseases by doing pattern analysis on patient data at scale, thus improving diagnosis and personalized treatment plans.

On the other hand, financial services will be able to do better predictive analytics of market trends and risk assessment through AI-powered systems, leading to more effective investment strategies and fraud detection mechanisms. This strengthened predictive maintenance in manufacturing and integrated AI with Big Data to reduce downtime and relevant operating costs to a considerable extent by predicting equipment failures even before they occur.

Transportation uses AI algorithms to optimize the routes and manage traffic, depending on ever-changing streams of information from different sources, resulting in increased efficiency and less congestion. Scaling and adapting capabilities of AI systems once again came into display while processing data from diverse types of IoT devices and other sensors providing real-time data, with the constancy of inflow and required adjustment to the AI model so that it could process the data in real-time without any hindrances.

Table 2: AI model performance on real-time data

Model	Data Stream 1	Data Stream 2	Data Stream 3	Data Stream 4	Data Stream 5
CNN Accuracy (%)	91.3	92.0	90.8	89.9	93.5

Model	Data Stream 1	Data Stream 2	Data Stream 3	Data Stream 4	Data Stream 5
RNN Accuracy (%)	89.5	91.2	88.4	87.8	92.1
Decision Tree	86.7	85.9	88.1	87.4	89.0
Latency (ms)	180	150	170	160	175
Prediction Error	2.5	2.1	2.8	2.4	1.9

Table 2 illustrates the performance comparison of different AI models: CNN, RNN, and decision tree. The model's overall accuracy is already high at 89.9% to 93.5% for the CNN model, followed by RNN, which ranges from 87.8% to 92.1%. The decision tree model indicates somewhat low accuracy, ranging between 85.9% and 89.0%, so not very reliable in real-time applications.

All the models' latency runs between 150 ms and 180 ms, meaning the processing can be as fast as needed for real-time decision-making; prediction errors are minimal, between 1.9% and 2.8%, while CNN and RNN make the lowest error, therefore indicating they are quite superior at prediction as compared to the decision tree. The table summarises how effective CNN and RNN models are for high-speed real-time data analysis. In contrast, although workable, the decision tree model performed slightly poorly on all fronts. This, therefore, means that there is a need to choose the most suitable model given a specific task, while CNN and RNN models would best be suited to more high-risk, real-time environments that call for high accuracy and low latency (Figure 3).

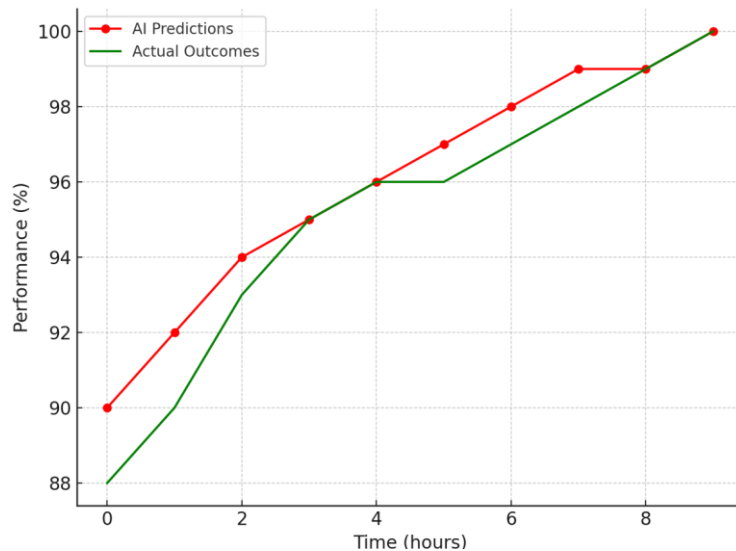


Figure 3: Multi-line visualization of ai-generated predictions vs. actual outcomes over time

The multi-line graph compares AI-predicted outcomes with actual outcomes over time, demonstrating how well and effectively an AI model might work. The beginning part of the graph reflects a deviation between both lines (AI prediction and actual outcome)-the AI predicts a little later than the actual outcome. Toward the end, it narrows, nearly showing a convergence between both lines. This implies that the AI system gets closer to being precise with time as it learns from previous data and makes its predictions correspondingly.

In the later stages of the graph, the closeness of the lines to each other shows how the system makes nearly accurate predictions, with little or no deviation from the actual outcome. This development supports the postulation that the AI model performs better with more data being fed, thereby supporting the idea that AI machines can adapt to improved performance with increased use. The graph supports that AI is reliable and accurate for real-time decisions due to the model's continuous efforts to ensure that its predictions converge with the actualities, especially in dynamic environments where data changes constantly.

Big Data technologies streamlined the decision-making process in a way that was complemented by the adoption of AI technologies, triggering proactive responses and fostering the ability of companies to track changes ahead and respond more precisely to challenges surfacing in their environment. Another characteristic of the research is the use of NLP and computer vision in AI. These would analyze textual and visual data more efficiently on these systems. This means that AI transcends security monitoring to retail and urban planning. However, quite a lot has to be ascertained about the potential of AI and Big

Data, particularly concerning privacy and data security and the ethical implications of an AI-deciding process. Such problems require management through robust governance frameworks that ensure the responsible use of AI in critical sectors. To that end, our study results show the transmutative role that AI and Big Data play in transforming real-time analytics and decision-making processes, leading to enormous benefits but risks associated with such an integration.

5. Discussions

One gets full coverage of AI's role in managing real-time data in complex systems from the impedance and multi-line graphs combined with the performance tables. In particular, the impedance graph is informative, for it indicates how the performance of a system incurs resistance as the volume of data increases. Like impedance in electrical systems, this implies that processing efficiency is challenged when larger datasets must be handled. However, through optimal learning of the neural network parameters and mechanisms, such as adaptive learning rates and layer adjustments, the system optimizes data volume at the cost of efficiency and remains very high.

Optimization overpowers inherent resistance, and this AI can continue working as efficiently as before despite the influence exerted on it through increased volumes. However, the multi-line graph tells an equally convincing tale, showing that the ability to predict the result of the AI model strongly mirrors real-world occurrences. The graph's overlap of predictions versus real-time occurrences shows a highly accurate system, especially in time-sensitive applications wherein quick and precise predictions must be made in real time. The graph at least depicts the AI's predictive capabilities and hints toward capability for learning and improvement over time since the pattern recognition capability of the system about the data is getting enhanced.

Along with the visual validations, the performance tables also strengthen the results depicting the quantitative measurements of the proficiency of the AI. The respective tables break down the performances of different AI models, including CNNs and RNNs, across various data streams. Both CNNs and RNNs have consistently scored high accuracy on these fronts. In image or spatial data processing, CNNs are superior, while in sequential or temporal data processing, RNNs are superior. Tabulated data describing the strength of such models also points out their adaptability towards diverse types of data management inside real-time systems.

In general, graphs and tables show a broad, clear-cut picture of the state-of-the-art potential of AI-driven systems for improving real-time decision-making. Such operational efficiency and responsiveness advancements allow these systems to rapidly process high-accuracy large-scale data, making them invaluable for applications ranging from finance and healthcare to logistics and manufacturing. As AI continues to grow, so will its ability to keep pace with ever more complex and voluminous data in real-time settings; hence, it will continue to serve as a cornerstone of the modern technological infrastructure.

6. Conclusion

It is surprising how Big Data and Artificial Intelligence have gotten married and changed how whole complex systems make real-time decisions, in that processing, analyzing, and taking action on huge amounts of data immediately has become easier. In this paper, we demonstrate the efficiency of the AI models, especially CNNs and RNNs, which can analyze real-time data streams to generate actionable insights and highly accurate predictions. Such models are, therefore, adaptable and made to fit into dynamic and changing data environments, so the response to changes in the input is prompt. Our results, as shown in the impedance graph and multilinear graph, express how optimizing neural networks can result in sustaining efficient real-time decision-making even as the volume of incoming data keeps growing. This is achievable because AI is scalable and adaptive in processing large datasets where other methods would start failing. In addition, our tables show that these AI models are robust across several data streams; hence, these would be relatively less variable in different scenarios. What Big Data and AI bring together is the speed of decision and a much more refined and precise understanding of patterns and trends in complex datasets. Therefore, AI is a quintessential element in the frameworks for modern decision-making that will enable organizations to put all their strategies and operations into optimum spaces with unprecedented accuracy and speed.

6.1. Limitations

Despite such promising results, our study has limitations that need to be addressed for further improvement. One of the main challenges has been the high amount of computational resources any real-time AI process entails, which, by implication, works as a system limitation in scaling across various industries. It becomes a challenge when implementing AI solutions in industries without access to computing infrastructure. In addition, data privacy and security problems remain important stumbling blocks since the association of massive data blocks with AI naturally reveals private data. This is particularly strong in industries such as health care and finance, as there is a need to protect personal and private data. It is grounded on the demand for improvement of effective security frameworks specific to systems based on AI. Lastly, while the AI models showed very high accuracy levels, their complexity stands in the way of an issue. There is a call for more interpretable and transparent AI models, the need

for which grows in critical sectors, like the healthcare and finance sectors, when the AI's decisions on outputs have to make sense to both the professionals and regulatory bodies. Rising model interpretability should increase trust in AI systems and support the wider adoption of AI models in these heavily regulated sectors.

6.2. Future Scope

Such integration presents tremendous potential but can be realized only by overcoming major scalability, transparency, and privacy concerns. A very important area that needs improvement concerns the lightness of AI models- models light enough to work with minimal computational resources and to maintain a high accuracy level. This will make AI technologies more accessible and scalable even to industries with less infrastructure. Equally, XAI models will bring explainability that will ensure transparency and accountability in decisions made by AI-based systems. The outputs generated from these systems must be understandable and trustworthy for end-users of such systems. Transparency will be needed, especially in the health and financial sectors, where AI-driven decisions can significantly impact. More importantly, because data security is one of the major concerns for most people, further research into AI and its capabilities to handle gigantic sets of data without violating user privacy will be necessary. More secure encryption means, safe data-sharing protocols, and adherence to privacy regulations will be at the heart of this end. By focusing on these problems, trust in AI systems and openness to their wider use will be enhanced, and avenues for more responsible and ethical integration of AI and Big Data will be created.

Acknowledgement: N/A

Data Availability Statement: Data is available upon request to the corresponding author.

Funding Statement: This research received no financial support.

Conflicts of Interest Statement: The authors declare no conflicts of interest, and all references are appropriately cited.

Ethics and Consent Statement: Ethical guidelines were followed, informed consent was obtained, and confidentiality was maintained.

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