IJCRM
International Journal of Contemporary Research In Multidisciplinary

Research Article

Adaptive Real-Time Analytics Framework for Dynamic Web Applications: Streaming Data Processing and Machine Learning

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DOI: https://doi.org/10.5281/zenodo.20047961

Abstract

The rapid growth of dynamic web applications has caused the continuous production of high-velocity and several user interaction data, which is infeasible to address using traditional batch-processing systems that are only good at delivering insights. Currently, the solution for this problem is real-time analytics. However, it has many applied methodologies that are not always adaptable to the environment for continuous learning mechanisms. This paper introduces an adaptive real-time analytics framework that implements streaming data processing, machine learning, and feedback- driven model refinement into a unified architecture. The data in the framework incrementally enters the system and is processed using sliding window techniques, while predictive models generate the insights. The feedback loop is used to further fine-tune the model and adapt it to the changes in the data distribution. This results in scalability, the speed of an approach, and the model's system being closer to the real-world performance capability, leading to conducive decision-making in dynamic web environments. The framework has been applied in different case domains, including e-commerce, social media analytics, and real-time monitoring systems. In conclusion, it can be argued that the study presented a sophisticated illustration of how the adaptive and computational real-time analytics framework could be devised.

Manuscript Information

- **ISSN No:** 2583-7397
- **Received:** 11-04-2026
- **Accepted:** 25-04-2026
- **Published:** 06-05-2026
- **IJCRM:**5(3); 2026: 59-63

- **Plagiarism Checked:** Yes
- **Peer Review Process:** Yes

How to Cite this Article

Chahal, Jain A, Duggar R. Adaptive Real-Time Analytics Framework for Dynamic Web Applications: Streaming Data Processing and Machine Learning. Int J Contemp Res Multidiscip. 2026;5(3):59-63.

Access this Article Online

www.multiarticlesjournal.com

KEYWORDS: Real-Time Analytics, Streaming Data Processing, Machine Learning, Adaptive Systems, Web Applications, Predictive Analytics, Feedback Learning.

1. INTRODUCTION

The fast evolution of dynamic web applications raises a problem that was never as significant as before, such as high-velocity user-generated data, such as clicks, navigation patterns, transactions, interaction logs, and more. It has been found that old batch-processing models have limited capabilities to handle such continuous and time- sensitive data streams, mainly due to latency and do not deliver real-time insights that we need to make timely decisions. Thus, real-time analytics has been turned into a major means to develop responsive and smart web systems that can change according to the changing user behaviour and system states [1], [2].

Recent developments in streaming data processing and the machine learning field have significantly increased the effectiveness and performance of real-time analytics systems. Data streams are executed more effectively by using distributed processing structures and cloud services. Moreover, it is now possible to make automated decisions and predict them using ML models in real-time situations [3], [4]. We have also observed works in applying real-time ML to IoT, web applications, and predictive analytics, and we know that the results of the process of applying real-time ML bring enormous improvements in the performance, adaptiveness and user experience [5], [7].

However, the existing systems remain largely inflexible and do not incorporate the continuous- learning processes that are essential to dynamic systems. Most solutions depend on fixed patterns and loosely coupled designs and do not react well to data pattern changes and real-time requirements [8], [9]. Hence, an interface is required, which is a dynamic, generalised framework that integrates streaming data processing, machine learning, and feedback.

2. LITERATURE REVIEW

Chen et al. [1] provided an in-depth analysis of real-time analytics architectures, including the part on combining machine learning and streaming systems, and also noted the challenge of scale, low- latency processing, and architectural issues that current web settings may experience.

Kuznetsov et al. [2] studied the advantages and drawbacks of real-time analytics, which presented a debate of the accuracy, latency and system complexity trade-offs and identified some challenges in ensuring that the performance remained consistent in dynamic data environments.

Bhosle [3] explored the role of real-time analytics and AI in cloud-based data engineering, demonstrating that scalable infrastructure to support a continued learning process and high-velocity stream processing side can be achieved.

Trajkovska et al. [4] constructed an analytics pipeline using Kafka and Databricks for real-time analytics, showing how streaming architecture and distributed processing can be used to drive decision-making based on machine learning in real-time data systems.

Abualigah [5] emphasised the state-of-the-art ML algorithms on real-time data processing and demonstrated that they increase prediction accuracy and enable analytics to adapt dynamically under data-intensive scale conditions. Bian et al. [6] described a survey of machine learning in real-time IoT systems, where low- latency processing, edge computing, and unfixed model adaptation, they pursue the necessity of managing data streaming efficiently.

Karpagavalli and Kaliappan [7] have already mentioned practical applications of ML and deep learning, and how they are used in various fields, with the importance of having efficient processing and scalable structures.

Giasemis [8] studied the real-time processing of unstructured data on heterogeneous architectures, noting that it is difficult to cope with the diverse data formats and maintain computational efficiency in an active system.

Aljohani [9] explored predictive analytics within real-time supply chains and found that ML models enhance decision-making and system agility by crunching continuous data files and responding to changing circumstances.

Ramakrishnan et al. [10] concentrated on the development of scalable web applications in real time, with a particular interest in making systems responsive to effectively manage data, always in the context of relevance to the dynamic environment in relation to the user.

According to Singh et al. [11], the use of an ML- and caching strategy can enhance the performance of web apps, and they showed the improvement of response time and resource utilisation in real time.

Verma et al. [12] created a machine-learning- based application of web applications in the case of real-time systems, and describe the relevance of feature extraction and automatic decision-making in a dynamic and user-focused environment.

Table 1: Comparative Analysis of Existing Studies

Reference	Focus Area	Methodology	Research Gap
[1]	Real-time analytics architecture	ML + Streaming Systems	Integration of continuous model adaptation and feedback-driven learning is not fully explored.
[2]	Analytics trade-offs	Analytical study	Lack of a unified framework to balance these trade-offs dynamically in real-time systems
[3]	Cloud-based analytics	AI + Cloud Computing	Limited focus on adaptive learning mechanisms for evolving data streams

A. Research Gap

Although we have seen all that in the real-time analytics and machine learning modules, some issues remain in the aspect of integrating a completely adaptive and coherent system. In the majority of papers we have given, there is little sense of integration of almost any one aspect of them, such as streaming architectures, cloud-based processing, or predictive models, into a loop-back feedback system that is robust at any time [1], [3], [4]. Although machine learning allows us to make more powerful predictions, it remains unclear how well these models are capable of adapting to the stream of data in real time, where everything constantly changes [5], [6].

Beyond that, many of the techniques that we have encountered have emphasised scaling and performance to web applications, and they leave us wanting more intelligent decision-making through continuous learning [10], [11]. This lack of a generalised structure that would be able to process heterogeneous information and remain adaptable in dynamic systems further underlines this void [2], [9]. The identified limitations suggest the necessity of an integrated adaptive real-time analytics framework that unites streaming data processing, machine learning, and actively updated model refinement of dynamic web applications.

3. Proposed Framework

This study paper proposes an Adaptive Real- Time Analytics Framework that comprises the streaming data processing systems, machine learning and argumentative feedback systems collaborating in a unified system. The architecture will be configured to deliver dynamic web applications that require low-latency processing, scalability, and smart decision-making.
The design is further classified into five layers. The Data Stream Layer is used to continuously store user interaction data that is high velocity, such as clicks, navigation, and transactions. The Stream Processing Layer then oversteps it and sieves, amalgamates, and executes sliding windows to reduce the size of those streams of data in real time.
Then the processed information flies to the Machine Learning Layer to the predictive models, which search and retrieve the patterns, which consequently regurgitate insights. To maintain its sharpness, there is also a Feedback and Adaptation Layer, which performs regular checkups and adjustments to the models as new data arrives. Lastly, after the insights have been locked down, the Visualisation and Application Layer will boot the output that can then be utilised to actually conduct real-time decision-making either by a human being or the system.

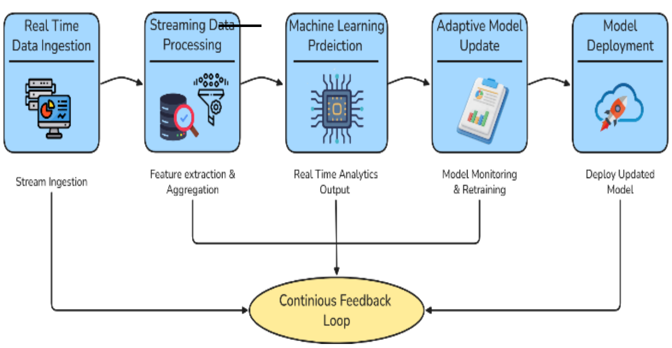

Figure 1. Proposed Real-Time ML Web Analytics Framework Architecture

This diagram illustrates the functionality of the suggested adaptive real-time analytics model, where the incoming data streams are processed and analysed through machine learning models. The system is capable of a feedback mechanism that allows us to continue updating the models, which practically builds a closed-loop architecture. This constant improvement improves the accuracy of predictions and aids us in making our decisions on the timely information in a dynamic web environment.

B. Mathematical Workflow

The proposed framework models real-time analytics as a continuous and adaptive learning process over streaming web-interaction data. Let the incoming data stream be represented as

$$S = \{x_1, x_2, x_3, \ldots, x_t\} \tag{1}$$

where x_t denotes a web interaction event at time t.

Each incoming event is captured and processed in real time through a data ingestion mechanism.
To efficiently process recent data, a sliding window approach is applied:

$$W_t = \{x_{t-n+1}, \ldots, x_t\} \tag{2}$$

where W_t represents the active window of size n.
Eq. (2) ensures that only recent data is considered, enabling low-latency processing and responsiveness [4], [8].
After window formation, feature extraction is performed to generate a feature vector, which is then used for prediction. The real-time prediction model is defined as:

$$\hat{y}_t = f_\theta t(X_t) \tag{3}$$

where $f_\theta t$ represents the machine learning model with parameters θ_t and $\hat{y}_t$ is the predicted output. This prediction step enables the continuous analysis of streaming data [5], [9].
To evaluate the model performance, an objective function is defined over the sliding window as follows:

$$L(W , \theta) = 1 \sum \ \ell (y , f (X)) \tag{4}$$

where $\ell(\cdot)$ denotes the loss function and Eq. (4) computes the average prediction error, which is used for performance monitoring and drift detection.
Based on the computed loss, the system checks for concept drift. If a drift is detected, the model parameters are updated as follows:

$$\theta_{t+1} = \theta_t + \eta \nabla L(W_t, \theta_t) \tag{5}$$

where η is the learning rate, **Eq. (5)** enables adaptive model updating, ensuring that the system continuously learns from new data and maintains prediction accuracy [3], [11].
If no drift is detected, the system keeps processing the data stream as it is. Otherwise, we deploy the updated model. This forms a loop where we keep checking and updating the model.
The proposed math model combines streaming data processing, predictions, performance monitoring, and adaptive learning. This single model provides real-time analytics. It makes dynamic web applications effective and smart.

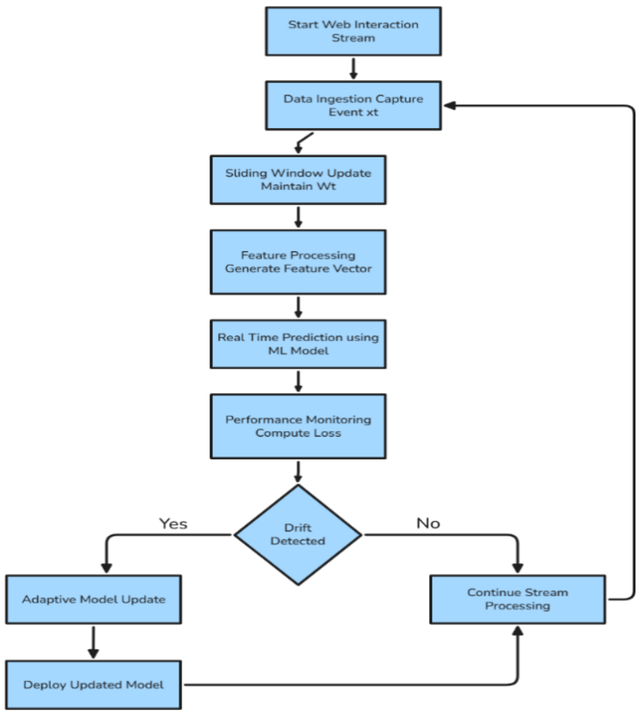

Figure 2. The Proposed Framework Workflow

Figure 2 presents an overview of how the proposed structure works. The streaming window receives incoming data, which is then fed into it, followed by the forecasting and the evaluation of the results. The next step is the use of a feedback loop to keep us on track in the model process.

4. Analysis

The real-time analytics system is tested to see if it can handle a lot of data coming in all the time. It tries to make predictions and change when the data patterns change in websites and apps. Unlike the way of processing data in batches, which takes a long time, this system uses a new way of processing data as it comes in. It uses something called the sliding window technique. This helps the system handle a lot of data. This is really important for things like e-commerce sites and social media platforms [1], [4].
Another significant aspect of the analysis is adding a feedback-driven learning mechanism. This mechanism monitors the model performance. Necessary adjustments are made according to the concept drift. The adaptation method makes sure that the model is accurate even if the data pattern shifts over time. This is taken advantage of by the adaptive real-time analytics scheme [5], [6]. The model remains accurate in large datasets, powered by feedback-driven learning instructions. This is valuable because e-commerce, social networking systems, and other applications are reliant on real-time data. In most modern systems, fails to make these adjustments, which leads to performance degradation. Moreover, Incremental learning makes the system more efficient, which is an advantage over the traditional approach [3], [9].

Table 2. Comparative Performance Analysis

Metric	Traditional Systems	Proposed Framework
Processing Latency	High	Low
Prediction Accuracy	Moderate	High
Adaptability	Low	High
Scalability	Moderate	High
Resource Utilization	High	Optimized

Table 2 compares the system performance based on different measures, showing how the proposed framework enhances efficiency, adaptability, and scalability [1], [4].

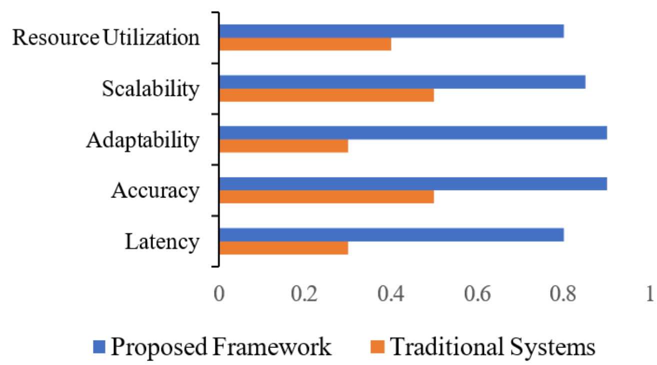

Figure 3. Comparative Graph of System Performance

This graph provides a comparative analysis between the proposed framework and conventional traditional systems.
In conclusion, the analysis shows that the proposed framework contributes to enhancing real-time processing to a significant extent. It also improves adaptability and scalability. Thus, this framework is good for handling web application data streams that are always changing [1], [4], [5].

5. CONCLUSION

A real-time analytics module that solves the problems when dealing with exponentially aggregated data commonly observed in dynamic web applications is the key topic of this study. In conclusion, the architecture is capable of making scalable, intelligent, and profound decisions due to the synergy of the data flowing between adaptive real-time stream data processing, ML-based predictor modules, and cyclic evaluators. It is essentially the reverse of those ancient systems that find themselves trapped in fixed component patterns; it is based on a closed-loop structure in which learning occurs in the moment and adapts to changes in data patterns. The system is further made more responsive and accurate by adding sliding window processing, drift detection and incremental model updates, which is very useful in real-time applications.

The framework helps to bridge the gap between real-time data processing and adaptive machine learning because it gives us a solution that can be expanded. The framework can be used in areas like e-commerce, social media analytics, fraud detection and smart web systems, where you need fast responses and things are always changing.

In the future, the framework can be made better with more complex artificial intelligence models, like deep learning, edge computing and federated learning to make it more scalable and private. The framework will get better with these models. The framework is what we will use to make these improvements. In addition, improved management of the resources and reduction of the calculation load in the large deployment are also research points. Introducing XAI and automated decision systems will make the whole process more visible and user-friendly, and it will improve the work process in reality.

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