**ABSTRACT**

Cloud computing is a promising and very popular technology nowadays. Because this contains huge attractive features, which allows the cloud users to save, distribute their data either privately or publically. The cloud computing paradigm provides numerous applications and services. Due to its wide range of utility, the maintaining the performance of the cloud is very challenging. The performance of the cloud can be degraded by several factors such as flash crowd, low resource availability, multimedia data sharing etc. To improve the performance of the cloud applications, there are several techniques and methods have widely deployed. This survey provides a summary about the cloud computing and the performance issues along with its recent approaches to overcome that. The comprehensive study on existing performance improvement techniques are discussed in this paper. Finally the outline of the problem is suggested to improve the current load balancing and performance improvement techniques.