**Introduction to Analytics**

**June 2022 Examination**

**Q1. Sports over the years have become highly competitive — today, the scenarios are so intense that a minute can completely flip the course of a game. And to stay one step ahead of the rivals, sports teams are opting to use analytics. And it is not only because of the competitive pressure but also because of the fan base who seek detailed information about players, their performance, and why the team won or lost. Select a sport of your choice and explain how sports analytics is used in that sport. (10 Marks)**

**Ans 1.**

**Introduction:**

For each person with an ardor for sports, a profession in sports analysis may be quite profitable. Sports activities analysts use the information to enhance the overall performance of sports groups and corporations. Understanding what sports analysts do and their credentials will help you determine if a profession in sports activities analysis is right for you. We outline a sports analyst, examine what they do, discover the relevance of sports analytics, discuss their operating environment, including skills and wages, and educate you how to become a sports activities

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**Q2. Malkan Inn is a chain of hotels in the UK. It is the largest hotel brand in the UK, having around 650 hotels. They launched a mobile app in January 2020 to make bookings online. Through this mobile app, Malkan Inn could generate over £1m in revenue in just three months of launching the app. Since then, the app has achieved more than two million downloads. Around 77% of the total bookings are made through the mobile app. Malkan Inn was able to achieve such significant revenues. The magic behind the success of the Malkan Inn mobile app was mobile data analytics provided by Fable, a mobile innovation agency. Explain the different types of information that Fable can help them achieve using mobile analytics. (10 Marks)**

**Ans 2.**

**Introduction:**

To recognize daily traffic, follow their itineraries, record their interest, and tell on the app's success, mobile analytics collects facts from visits to cell apps, websites, and net apps. Like traditional web analytics, mobile analytics increase conversions and are essential for creating world-class mobile experiences. Cell analytics offers corporations unprecedented access to the commonly covered sports of app users. Analytics usually is inside the shape of software that

**Q3. Food has successfully paved its way as the favorite luxury in every family, emerging as an opportunity for many businesses to grow. Skipping the long queues to get tasty food and walking out of the house to a store have become outdated concepts. Currently, it's an era of the plethora of options to choose from in every variety that is available in various locations and ready to be delivered at our doorsteps safely. The food-tech market in India is projected to grow at a robust pace, at a CAGR of over 12% during 2016 – 2021. The growth is expected because of the increasing internet penetration and proliferation of smartphone users, the budding e-commerce market, and the rising young working population. Against this backdrop, many food-tech players and aggregators have**

**Swelled –Swiggy, FoodPanda, InnerChef, and FreshMenu.**

**a. Explain how food-tech startups can use location-based tracking tools and real-time analytics tools for better insights? (5 Marks)**

**Ans 3a.**

**Introduction:**

We presently live in a time wherein we don't have to worry about cooking food if we get home late from work or hungry and want a quick snack. It has been easier to reserve dinner from our favourite restaurant. Many variables affect or valuable resource the increase of food-tech

**b. Elaborate how using predictive analytics can help improve business outcomes at the food tech startup. (5 Marks)**

**Ans 3b.**

**Introduction:**

Data science and records analytics enters the picture and play a vital role in meeting users' expectations. Food businesses use information statistics to find accurate meals industry analytics to grow their business, stay on top of tendencies, and reduce costs. Records science aids