**Introduction to Analytics**

**December 2022 Examination**

**Q1. The hospitality industry has been decimated over the COVID-19 pandemic; Reviews are crucial to hotels. This helps them determine satisfaction levels regarding someone's stay, and also gives valuable insight into what a business is doing well – or not. Hotels use text analytics to get a deep understanding of where they excel, where they can improve, and what others are doing. Explain the different stages in the text mining process. How can the hospitality sector use sentiment analysis to improve their business?** **(10 Marks)**

**Ans 1.**

**Introduction:**

Extracting essential data from the text in a standard language is called text mining. Text mining is usually used to extract valuable understandings or patterns from significant amounts of data. We create this information via text messages, e-mails, data, and papers written in standard text.

Integrating methods from information retrieval, data mining, machine learning, data, and computational linguistics makes text extracting an interdisciplinary area. This is interested in natural language text conserved in semi-structured or disorganized formats. In its many It is only half solved

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**Q2. As the online food ordering trend is becoming more and more prominent in India, food delivery platforms such as Zomato, Swiggy, UberEats, etc., are growing their user base exponentially. It can be witnessed that food delivery has grown into a multibillion-dollar sector worldwide, employing millions of people. With technological advancement, the food industry is adopting big data analytics effectively to provide better services and stay competitive. It can be observed from the fact that the food industry is trying to understand its customers and discover their tastes and preferences. As numerous people avail the facility of ordering their food online, the food delivery industry is growing phenomenally with vast amounts of data generated - when a customer requests food online. The kind of food the user orders, the time of order, the taste that the user prefers, etc. People are typically fussy about their food, and by analyzing this data, the food delivery organization can cater to a fun experience for their customers. The company needs to continue investing in three core areas for its business: customer & user acquisition, delivery infrastructure, and technology infrastructure. How can Zomato use descriptive, predictive, prescriptive, and diagnostic analytics to understand its customers better and provide better offerings?** **(10 Marks)**

**Source:** [**https://www.polestarllp.com/big-data-analytics-helping-zomato-tech-companies**](https://www.polestarllp.com/big-data-analytics-helping-zomato-tech-companies)

**Ans 2.**

**Introduction:**

As businesses acquire even more data, their use of that data, in addition to how they analyze and analyze it, is more complicated. Data is meaningless without analytics, but analytics is a broad term that can mean a selection of things depending on where you get on the data analytics maturation version. Modern analytics can be additionally fragmented into four columns: descriptive, diagnostic, anticipating, and authoritative. Understanding the what, why, when, where, and just how of your data analytics enables boosted decision-making and

**3. The following visuals presented below are from the CoWIN website representing the status of vaccination details across the different states in the nation.**







**Source: https://dashboard.cowin.gov.in/**

**a)The above data has been presented using a Business Intelligence (BI) tool. Elaborate on a few emerging trends in BI. (5 Marks)**

**Ans 3a.**

**Introduction:**

Business intelligence (BI) software collects and presents business data in user-friendly formats such as records, graphs, charts, and dashboards. Business customers may use BI tools to access several sorts of data, including historical and existing data, third-party and in-house data, semi-structured data, and disorganized data such as social media sites. Individuals might assess this data to obtain insights into how the business operates.

Business intelligence is the step-by-step and technical framework that gathers, shops, and

**b) Describe any six tools used for data visualization. What are the benefits of using visualization tools? (5 Marks)**

**Ans 3b.**

**Introduction:**

Building visual representations of big data sets are made simpler for data visualization designers by data visualization tools. At the very least partially, the process of producing visualization dramatically simplifies the designer's labor when collaborating with data collections that contain thousands of thousands or