**Fundamentals of Big Data & Business Analytics**

**April 2023 Examination**

**Q1: Apple Inc’s smart watch has been a revolution in the healthcare industry and is improving by leaps and bounds for every new version. Comes up with new features and have proved instances where they have been life saving for the users. Apple has a huge technological infrastructure which enables them to collect, store, process and analyze the data of the users**

**Q1a: Mention 2 possible use cases which are enabled by the existence of big data platforms for apple watch and how company leverages this technology**

**Ans 1a.**

**Introduction**

Because of technological advancements, the fundamental makeup of many unique markets has undergone a discernible transformation. It has brought about a dramatic shift in how merchandise is marketed and sold in the marketplace. In addition, it could proclaim the guest's presence while simultaneously calling out the guest's name while it has recognized

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**Q 1b. Research and provide information about if and how apple uses cloud technologies for their smart watch technologies**

**Ans 1b.**

**Introduction**

Apple, the most recognizable technology company in the world, has just entered each of these markets with the launch of its new Apple Watch. Wearable technology and the net of things are two emerging areas that can ultimately convert the technology

**Q2: Summarize the 7 ‘Vs of Big Data and provide an example for each of them**

**Ans 2.**

**Introduction**

The collection and analysis of large quantities of data present partnership advertising with many opportunities for financial benefit. The amount of data that can be collected in real-time without delay influences how powerful actual-time analytics may be. Relationship managers can quickly assess the current status of character partnerships and the general program (KPIs) by displaying these key performance indicators. When records are adequately applied, building packages and allocating resources equitably is a good deal simpler. that is because of the information supplied by the records. The results of our analyses provide the same

**Q 3a: Identify social media analytics tools that can be deployed to understand consumer behavior and trends**

**Ans 3a.**

**Introduction**

By collecting data from all your specific social media websites and reading it, you can decide how a hit your plan turned into. You may monitor metrics such as engagement, reach, and likes across your social media platforms, further to many

**Q3b: Identify mobile analytics approaches and tools that can be deployed to understand and leverage mobile usage behavior**

**Ans 3b.**

**Introduction**

Cell analytics objectives to offer insights into how nicely an app is doing. Mobile analytics gathers records about an app's users to display its sports and offer reports on how well it is doing. Utilizing mobile analytics is one manner to enhance customer engagement, loyalty,