**Fundamentals of Big Data & Business Analytics**

**June 2023 Examination**

**Question 1: There are different types of business analytics procedures that can be performed based on the problem statement. Assume you’re working for the government of India as the analytics advisor. Provide 3 different use cases that can be used for the government where you could take advantage of the different types of business analytics procedures and create or add value to the government, country, and the economy. Mention briefly about how those different types of business analytics could be used for each of the use cases.**

**Ans:**

**Introduction**

Businesses nowadays face two extremely unforgiving facts. Facts run the globe, and there may be fierce opposition anywhere. Quality records offer groups a competitive area because they make fewer errors. Enormous data and the net of factors (IoT) produce a tone of information in today's digital subculture. Making experience of all of these facts affords an issue. Given all this information, who should mention what is useful and what isn't? The significance of business analytics in the latest market and the elevated want for business analysts stem from this. Nowadays, we'll examine a typical use case for business analytics

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**Question 2: An established private financial institution in India is planning to launch an IPO to raise funds for expansion into other markets nationally and internationally where they have low to nil market share. But potential investors are concerned about the rising cases of fraudulent claims in the cross-border transactions and the companies’ inability to identify fraud and minimize them. The firm consults and gives you the information they have about the customers, cross-border banks, offices, employees, past transactions, identified fraud transactions, costs incurred, international partners, payers, payees etc., all are in different data systems currently. They don’t have historical data on identified fraudulent claims.**

**How do you approach this problem holistically using both big data and business analytics concepts? Explain the big data component for storage and processing, and analytics component of approaching this use case and what would you do in each of them. Goal is to help company identify and narrow down the fraudulent claims. And suggest other ways in which they can use the data available with them and that in public domain to prove to potential investors that the growth potential and the vision of the company is strong and in right direction.**

**Ans:**

**Introduction**

Technology has made It has made banking more accessible for customers. However, it has also created extra fraudulent pastimes. In keeping with economic fraud data, institutions and customers lose millions of dollars each year due to financial institution fraud, credit card fraud, coverage fraud, and other fraudulent practices. Fraudsters can quickly expend one account at a time or use credit cards to fee tens of thousands of bucks. Even worse, organized criminal gangs can pull off sophisticated scams and steal millions of dollars. Economic fraud

**Question 3.a: Which type of analytics will be best suited to solve this problem and maximize the effectiveness of the support provided by the NGO to the people and minimize the human and economic losses? Explain the data needed to solve this problem.**

**Ans:**

**Introduction**

Predictive records Analytics use effective algorithmic models to analyze historical data and expect future traits. If used correctly, predictive analytics can enhance disaster remedies and reduce the economic effect of natural disasters. For example, experts within the United States are combining forecast analysis with satellite tv for pc imagery to enhance thunderstorm

**Question 3.b : Explain the difference between BI and BA as to how can they help optimize supply chain in this case? Illustrate the possible outcome achieved in each case (BI vs. BA) and how they enable NGOs objectives. You can make certain assumptions but highlight them clearly.**

**Ans:**

**Introduction**

BI is a fixed of structures and technologies companies use to visualize and percentage operational enterprise facts. BI can discover traits and patterns in information that could remain obscured in any other case. Deliver chain management is an essential process and