**Introduction to Analytics**

**September 2023 Examination**

**1. Big Data refers to an ever-growing volume of structured and unstructured information of various formats belonging to the same context. The main properties of this technology are volume, velocity, variety, value, and veracity. Data sets from multiple sources exceed our usual information processing systems management. However, major companies are already using Big Data to meet non-standard business challenges. In such light, explain the different characteristics of Big Data and how retailers can use Big Data analytics for improved customer experience. Give an example to support your viewpoint (10 Marks)**

**Ans :**

**Introduction:**

Significant facts refer back to the tremendous and diverse statistics that can be too complex and large to manage and analyze using traditional information processing methods effectively. It encompasses based and unstructured data from various assets and codecs. The key traits of massive statistics are frequently summarized using the "5Vs" framework: volume, speed, variety, value, and integrity.

The quantity component of significant facts refers to the massive amount of records generated and amassed from various assets with social media, sensors, gadgets, and

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**2. 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 their rivals, sports teams are opting to use analytics. And it is not only because of the competitive pressure but also because of fans 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 (descriptive, predictive, diagnostic and prescriptive) is used in that sport. (10 Marks)**

**Ans:**

**The Impact of Sports Analytics: A Comprehensive Analysis in [Sport of Choice]**

**Introduction:**

In the ever-evolving global of sports, competition has reached unprecedented depth levels. Teams constantly seek new methods to gain a competitive aspect over their competitors, both on and rancid the sphere. One such method that has received massive traction recently is sports activities analytics. By employing diverse analytical techniques, groups can extract valuable insights from considerable information, improving their choice-making processes and overall performance. In this discussion, we can discover the application of sports activities analytics, such as descriptive, predictive, diagnostic, and prescriptive analytics, in

**3. Consumers evaluate products through online reviews in addition to sharing their product experiences. Online reviews affect product marketing, and companies use them to investigate consumer attitudes and perceptions of their products. Cosmetic companies use text analytics to understand where they excel, where they can improve, and what others are doing. Increasing environmental awareness among societies is motivating consumers to use green cosmetic products. Green skincare products are the fastest-growing sector worldwide compared with other green cosmetic products. However, India's market share of green cosmetic products is relatively low compared with available cosmetic products. The cosmetic industry is looking at ways to improve the customer experience while purchasing green cosmetics to increase sales.**

**a. Explain the different stages in the text mining process. (5 Marks)**

**Ans :**

**Introduction:**

Textual content mining is a process that entails extracting beneficial information and information from significant volumes of textual information. It is a subfield of data mining and herbal language processing (NLP) that analyzes unstructured textual content to discover styles, relationships, and insights. Within the context of the beauty enterprise, text mining can

**b. How can the green cosmetic industry use sentiment analysis to improve its business? What are the benefits they derive from using sentiment analysis? (5 Marks)**

**Ans :**

**Introduction:**

In today's virtual age, patron critiques and experiences considerably impact product marketing and business decisions. The upward push of online reviews and social media structures has given customers an influential voice to specific their minds and sentiments approximately services and products. This trend has not long gone unnoticed by the beauty