**Fundamentals of Big Data & Business Analytics**

**September 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.**

**Mention 2 possible use cases, which are enabled by the existence of big data platforms for apple watch and how company leverages this technology. Also, Research and provide information about if and how apple uses cloud technologies for their smart watch technologies. (10 Marks)**

**Ans:**

**Introduction:**

Apple Inc.'s smartwatch has undoubtedly been a sport-changer in the healthcare industry, revolutionizing how we screen and manipulate our health. With each new edition, the Apple Watch introduces modern, existence-saving features for users. The key to its fulfillment lies within the sizeable technological infrastructure that Apple has built, permitting them to collect, save, process, and analyze large amounts of data from thousands and thousands of customers worldwide. This statistics-driven approach has opened up new possibilities for using the Apple Watch in various healthcare programs, making it an imperative tool for

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**Q2. Summarize the 7 ‘V’s of Big Data and provide an example for each of them. (10 Marks)**

**Ans:**

**Introduction:**

Extensive records have emerged as an outstanding and transformative data analysis and decision-making phenomenon. The term refers to significant volumes of structured and unstructured information that inundate companies daily. The abundance of statistics arises from various assets, such as social media platforms, net sports, sensors, and virtual interactions. Reading and experiencing this data may be overwhelming and complex, requiring specialized strategies and tools.

Numerous frameworks and fashions have evolved to harness the potential of significant statistics. One of the maximum 9aaf3f374c58e8c9dcdd1ebf10256fa5 frameworks is the "7

**Q3. Cred, the credit card payment mobile application, has had a meteoric rise as the go to application for credit card management in the past few years, challenging the dominance of traditional banks and payment systems. Assume you have been hired as a data analytics consultant by one of its competitors.**

**a. Identify social media analytics tools that can be deployed to understand consumer behavior and trends. (5 Marks)**

**Ans:**

**Introduction:**

In recent years, Cred, a credit card charge cellular application, has completed immense success and posed an enormous project to conventional banks and fee structures. As a facts analytics representative employed via considered one of its competitors, your function is to leverage social media analytics gear to recognize purchaser conduct and trends. In this report,

**b. Identify mobile analytics approaches and tools that can be deployed to understand and leverage mobile usage behavior. (5 Marks)**

**Ans:**

**Introduction:**

The rapid development of generation and the exponential increase of records have ushered in a new technology of business opportunities and challenges. Documents have emerged as a precious asset for agencies in this virtual age, presenting insights to drive strategic selection-making and aggressive advantage. One of the domains profoundly impacted by the technology of significant statistics is the monetary industry, specifically cell charge