**Introduction to Analytics**

**December 2023 Examination**

**1. In today's fiercely competitive sporting landscape, analytics has emerged as a game-changer. Sports teams now leverage data-driven insights to gain a competitive edge and engage their fan base. This assignment focuses on applying sports analytics in a sport of your choice, highlighting how it revolutionizes performance analysis and strategic decision-making. Select a sport of your choice and elaborate on using sports analytics within that sport. Explain how analytics is harnessed to enhance player performance, formulate game strategies, and give fans in-depth insights into team dynamics and outcomes. (10 marks)**

**Ans :**

**Introduction:**

In the latest dynamic and fiercely competitive sporting landscape, the position of analytics has profoundly evolved. Gone are the days when sports were primarily based on gut emotions and private observations. The present-day sports industry has embraced the power of data and analytics to revolutionize performance analysis and strategic choice-making and engage the fan base on a deeper level. This assignment illustrates the transformative effect of sports activities analytics within basketball, a recreation that increasingly adopts facts-driven techniques to decorate participants' overall performance, formulate recreation strategies, and provide fans with in-depth insights into team dynamics and outcomes.

With its fast-paced nature and complex gameplay, basketball provides an excellent setting for

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**2. Malkan Inn, a prominent hotel chain in the UK, experienced unprecedented success with its mobile app, driving substantial revenue growth. This achievement was attributed to mobile data analytics provided by Fable, a mobile innovation agency. This assignment delves into the multifaceted information that Fable's mobile data analytics can help Malkan Inn achieve, leading to the remarkable success of its mobile app. Explain the various types of information that Fable, the mobile innovation agency, can help Malkan Inn achieve through mobile data analytics. Highlight the role of this information in the success of the Malkan Inn mobile app. analytics. (10 marks)**

**Ans:**

**Introduction:**

Technology has become a paramount driving force of achievement within the rapidly evolving hospitality enterprise panorama. One such technological advancement is the advent of cell applications, a transformative device permitting groups to attain and interact with their target market in extraordinary ways. Malkan Inn, a distinguished lodge chain in the UK, experienced an outstanding surge in revenue and success due to its cell app. This success was drastically bolstered by utilizing mobile facts analytics supplied by Delusion, a renowned cellular innovation agency. Fantasy's expertise in harnessing and interpreting cellular data

**3. In today's dynamic business landscape, the food industry has experienced a paradigm shift with the emergence of food-tech startups. These startups leverage technology to provide convenient food delivery options, catering to the changing preferences of consumers. Against the backdrop of the burgeoning food-tech market in India, this assignment explores how food-tech startups can employ location-based tracking tools and real-time analytics to gain valuable insights and enhance their operations.**

**A. Explain how food-tech startups can harness the potential of location-based tracking tools and real-time analytics tools to gain better insights and elevate their operations. Highlight the significance of these tools in the context of the growing food-tech market. (5 marks)**

**Ans:**

**Introduction**

In today's fast-paced business panorama, the meals industry is remodeling, propelled by the rise of food-tech startups. These startups ingeniously utilize era to streamline operations and cater to evolving consumer possibilities. A vital aspect of this technological advancement is integrating vicinity-primarily based tracking gear and real-time analytics, enabling meals-tech startups to optimize operations and decorate customer experiences. This assignment delves into the modern methods food-tech startups can use and highlights their significance within

**B. Elaborate on how implementing predictive analytics can enhance business outcomes at a food-tech startup. (5 marks)**

**Ans :**

**Introduction**

The food industry is witnessing a paradigm shift pushed by technological advancements in a trendy, fast-paced, dynamic business landscape. Food-tech startups have emerged as critical gamers, leveraging technology to revolutionize food practice, shipping, and intake. Those startups are reworking traditional models with various tools and technologies to align with cutting-edge clients' evolving preferences and expectations. One such powerful device is