**Fundamentals of Big Data & Business Analytics**

**April 2024 Examination**

**1. Atem’s social network application has been a revolution in the technology industry and is improving by leaps and bounds every day. Atem 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 Atem and how a company leverages this technology. Also, Research and provide information about if and how large social network companies use cloud technologies for their advertising capabilities. (10 Marks)**

**Ans 1.**

**Introduction**

The realm of big data and business analytics has significantly transformed how technology companies, particularly social networking giants like Atem, operate and evolve. Big data platforms provide an unprecedented ability to collect, store, process, and analyze vast amounts of user data, leading to innovative use cases that can enhance user experience and drive business growth. These platforms are not just repositories of information; they are dynamic ecosystems that enable companies to extract meaningful insights from complex, large-scale data sets. This functionality is particularly crucial in the fast-paced, data-driven world of social media, where understanding user behavior and preferences is key to success.

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**2. A world renowned Consumer Packaged Goods major has engaged you to optimize its marketing initiatives. Which business analysis technique is used to achieve this and which statistical technique aids in achieving it? Mention briefly about the business analysis technique and the mathematical techniques involved in this problem. (10 Marks)**

**Ans 2.**

**Introduction**

In the rapidly evolving landscape of modern business, companies, especially in sectors like Consumer Packaged Goods (CPG), continually seek innovative strategies to optimize their marketing initiatives. This quest for optimization often leads them to leverage Big Data and Business Analytics, which have emerged as pivotal tools in understanding and predicting consumer behavior. Utilizing these tools, businesses can tailor their strategies to meet the dynamic needs and preferences of their target audience, thus achieving a competitive edge. At the heart of this endeavor is a specific business analysis technique complemented by sophisticated statistical methods. This approach not only harnesses the power of vast data sets

**3. PhonePe, a multi utility mobile application, has had a meteoric rise as the go to application for payments in the past few years, challenging the dominance of traditional banks and card-based payment systems. Assume you have been hired as a data analytics consultant by one of its competitors.**

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

**Ans 3a.**

**Introduction**

In the digital era, where mobile applications like PhonePe revolutionize the payment landscape, understanding consumer behavior and trends becomes imperative for competitors to stay relevant and competitive. To achieve this, leveraging social media, mobile, and application analytics tools is essential. These tools provide deep insights into user interactions, preferences, and behavioral patterns, enabling businesses to make data-driven

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

**Ans 3b.**

**Introduction**

In the competitive landscape of mobile applications, particularly in the payments sector, understanding and leveraging customer behavior is paramount for success. Mobile data analytics plays a pivotal role in this process, offering insights that drive strategic decisions and user engagement. By utilizing advanced analytics approaches and tools, companies can delve into the vast array of user data generated by their apps. This data, when analyzed