

BUSINESS ANALYTICS ASSIGNMENT

Day-5:

1 .What is Big Data, and why is it important for businesses?

2.What are the components of a Big Data architecture?

3.What is NoSQL, and why is it used in Big Data?

4. What is Text Analytics?

5.What are some common applications of Text Analytics?

6.What is TF-IDF, and how is it used in Text Analytics?

7.Explain the concept of topic modeling in Text Analytics.

8.How do you measure ROI in social media campaigns?

9.Can you give an example of how social media data can be used for predictive analytics?

10.What tools do you use for social media analytics?