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| **SESSION** | **AUG-Sep ’23** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DADS402 – Unstructured data analysis** |
| **CREDITS** | **04** |

**Assignment Set – 1st**

**Questions**

**1. Analyse the given case study and answers the following questions-“You are a consultant hired by 'TrendyFinds', a medium-sized clothing retailer. The company has accumulated a vast amount of unstructured data from customer reviews, social media posts, email inquiries, and customer service call transcripts. However, they have not effectively used this data in their decision-making processes.”**

**Questions to answer:**

1. **Identify the unstructured data, data type also provide justification as why the data was chosen for analysis.**
2. **What could be the possible challenges faced by the company?**
3. **List out the possible approaches decided to be used by the company.**
4. **After analysis identify the possible results that could have been obtained on a real scale.**

**List the strategic learnings obtained after successful implementation.**

**Ans: a. Identify the unstructured data and data type:**

**The unstructured data in this case includes:**

**Customer reviews:** These could be in the form of written feedback on the company's website or other review platforms.

**Social media posts:** Data gathered from platforms like Twitter, Facebook, Instagram, etc.

**Email inquiries:** Textual data Its Half solved only

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**2. Explain the various types of NoSQL Databases and the applications of each in various sectors.**

**Ans: NoSQL** databases are a category of databases that provide a flexible and scalable approach to storing and retrieving data. Unlike traditional relational databases, NoSQL databases do not rely on a fixed schema, allowing them to handle various types of data and scale horizontally. There are several types of NoSQL databases, each designed to address specific use cases and data

**3. Brief about the steps required for transforming unstructured data to structured data and explain about sentiment analysis.**

**Ans: Transforming Unstructured Data to Structured Data:** Transforming unstructured data to structured data involves organizing and formatting information in a way that makes it suitable for analysis. This process is crucial for extracting valuable insights and patterns from unstructured data sources.

**Here are the**

**Assignment Set – 2nd**

**Questions**

**1. Describe the steps required to process and classify the audio data.**

**Ans:**Processing and classifying audio data involve several steps, from data acquisition to the application of machine learning models for classification.

**Below are the general steps involved in processing and classifying audio data:-**

**Data Acquisition:** Collect audio data from various sources, such as microphones, audio recordings, or streaming

**2. Brief about the different algorithms for image data classification.**

**Ans:**There are various algorithms used for image data classification, each with its strengths and weaknesses. The choice of algorithm depends on factors such as the size of the dataset, the complexity of the problem, and the available computational resources.

**Here is a brief overview**

**3. Discuss about the Video data classification techniques and write a short note on Fake News Classification.**

**Ans: Video Data Classification Techniques:** Video data classification involves categorizing videos into predefined classes or labels based on their content.

**Several techniques are commonly used for video data classification:**

**2D Convolutional Neural Networks (CNNs):** Apply CNNs to extract spatial features from individual frames of the