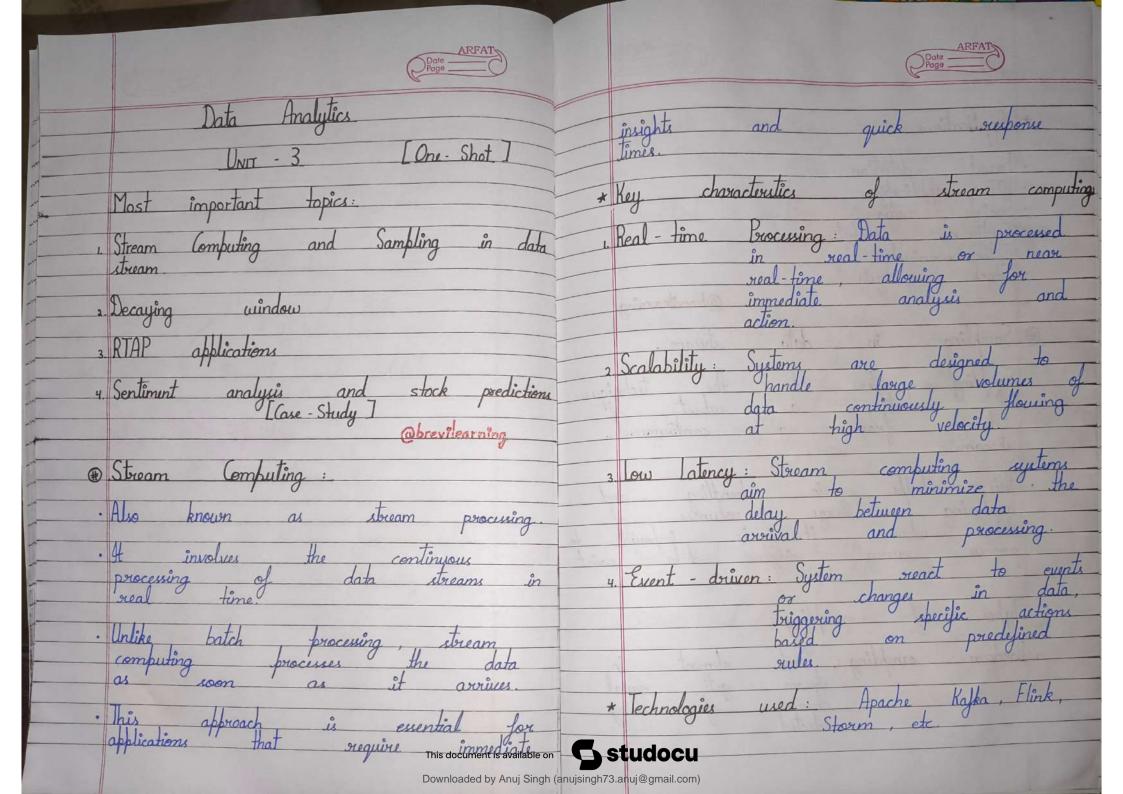


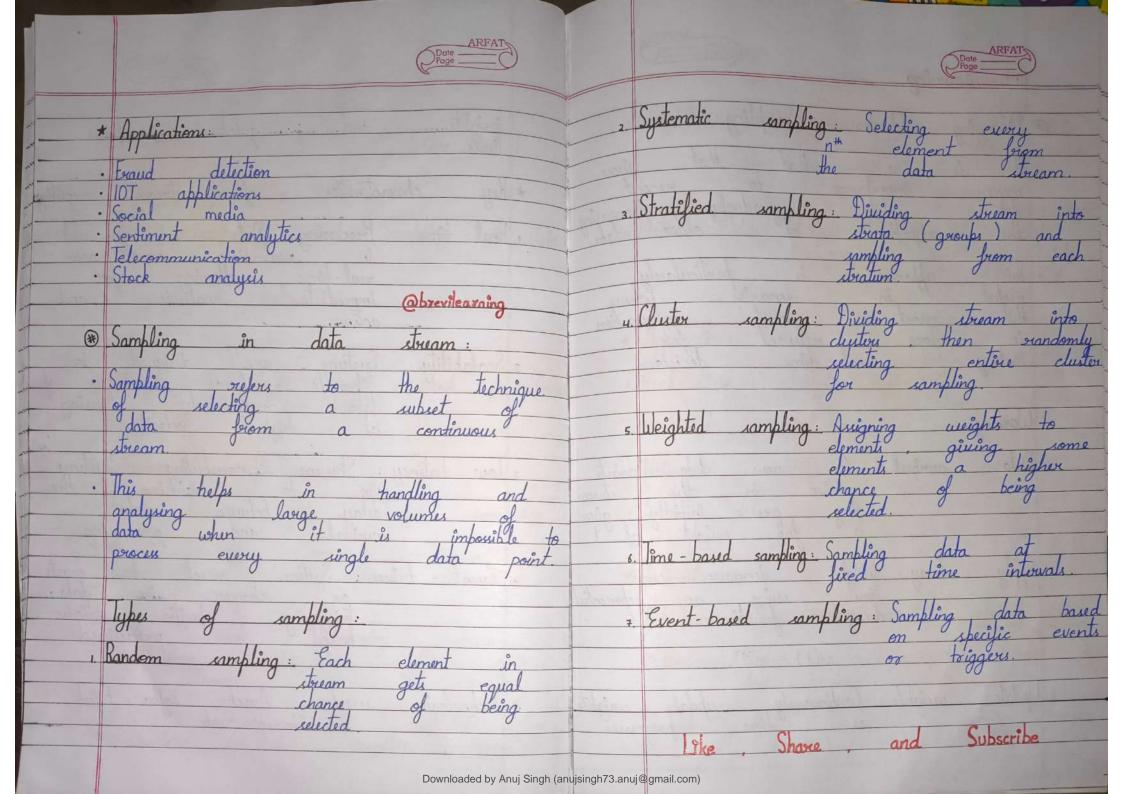
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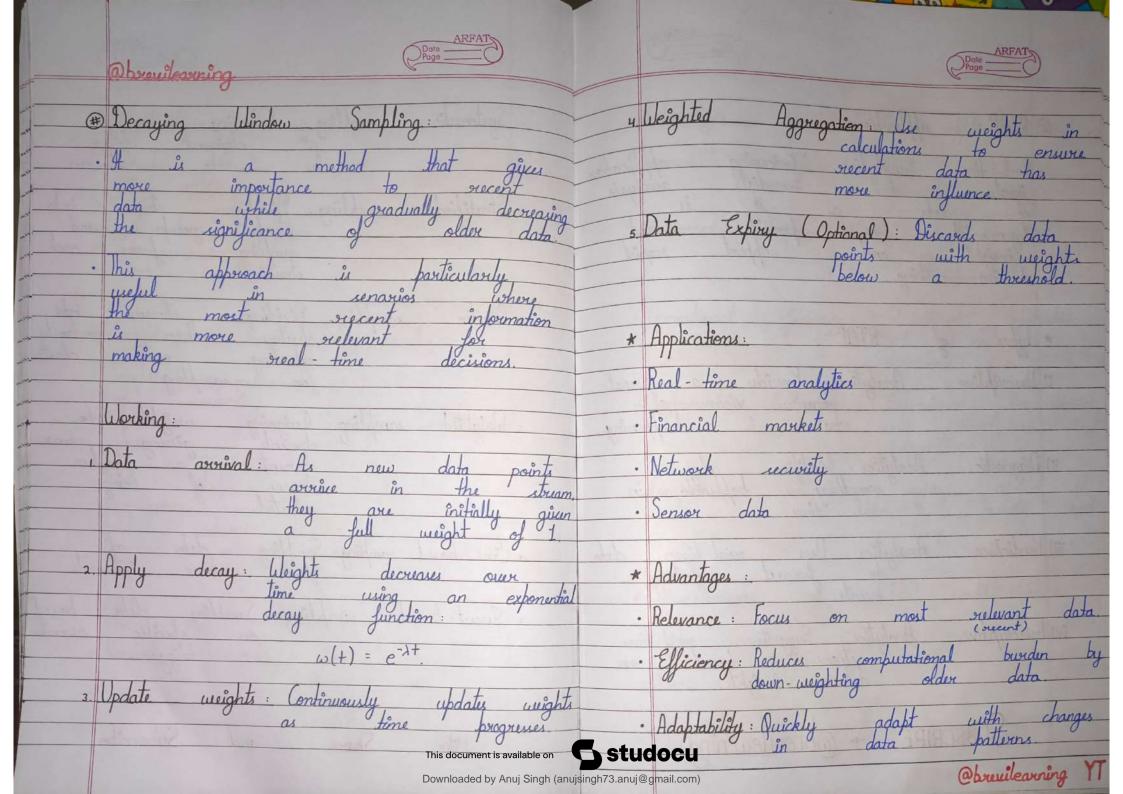
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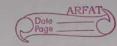


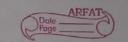
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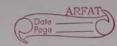






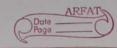
| RTAP applications: | Advantages of RTAP applications |
|--|--|
| | · Immediate insights: Quick access to actionable data |
| | Enhanced decision making: Faster and more informed decisions. |
| * Types of RTAP: | · Operational efficiency: Steamlined operations |
| 1) Descriptive Analytics: Provides a real- | downtime. |
| | · Improved Customer Experience: Personalized and timely interactions. |
| | |
| real-time | · Competitive advantages: Staying ahead of market trends and competitions. |
| iii) Predictive Analytics: Uses real-time data | compelitors. |
| redictive Analytics: Vies real-time data to forcast future events | * Disadvantages of RTAP applications: |
| iv) Brescriptive Analytics: Suggests great-time | · High cost |
| iv) Brescriptive Analytics: Suggests great-time actions topsed on data insights. | · More complex |
| SUBSCRIBE - abrevilearning | · Security risk due to continuous data flow. |
| Downloaded by Anui Singh (anuisingh73 anu | i(@gmail.com) |

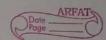
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| * Applications of RTAP application: | Monitor social media platforms for mentions of the companies products and services |
|---|--|
| 1 Fraud detection 6. Smart traffic management. 2 Rick management 7. Smart home devices | companie's products and survices |
| 2. Risk management 7. Smart home devices | 2 Real - Time Processing: |
| 3. Customer analysis 8. Marketing | Use sentiment analysis tools to process the incoming data. |
| 4. Sentiment analysis 9. Social media | |
| s. Personalized succommenda io. IoIs abravilearning | Apply NLP algorithms to analyze text and detect sentiments (+ve), (-ve), neutral) |
| (ase study: Sentiment analysis | Number of the state of the stat |
| OL. to T | 3. Sentiment scoring: |
| sentiment tourveds products | · Assigns sentiment score on each review or mentions. |
| Objective: To understand customer's sentiment towards products and services to improve customer entirection and brand reputation. | |
| Turke Suputation. | · Categorize these feedbacks based on the sentiment scores to identify overall trends. |
| • Approach: | 4. Actionable insights: |
| 1. Data Collection: | · Identify common themes in |
| from the companies website and product fudbacks | • Identify common themes in negative feedbacks to address product issues or improve |
| peroduct fudbacks were and | studoculightight positive feedbacks in |
| This document is available on | studocuighigh |





| | | Stoße |
|-------|--|---|
| | marketing campaigns to attract more customers. | Approach: Data collection: |
| • | Outromes: Improved Gustomer Satisfaction: | · Grather historical stock price data, trading volumes and market indicators. |
| | in negative fudback, leading to better customer service. Improve products pased on customer's suggestions and | Monitor yeal-time financial news, social media sentiments, and economic supports. 2. Real-time Brocusing: |
| | 2 Enhanced marketting Strategies: Used possitive feedbacks to promote products, improving sales and customer's trust. | · Uses machine leaving algorithms to analyze historical data and identify patturn. · Utilizes real-time data to continuously update predictions. |
| (#) (| ase Study: Stock predictions | Develop predictive models using techniques such as time series analysis, and neural networks. |
| | Objective: To predict stock price movements to make informed injustments, and maximize returns. | Nalidate the model using historical data to ensure accuracy. |

