



Information AI Chat

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SMA Assignment 2.

Q1. location analytics refers to the process of analyzing and interpreting geographical data to gain insights and make informed decisions. There are two main category of location analytics Geospatial and Social Media Analytics.

① Geospatial Analytics → This category of location analytics involves analyzing geographical data such as maps and satellite imagery to gain insights and make informed decisions. What are the geographical patterns of our sales? What is the best location for our next store?

② Social Media Analytics → This category of location analytics involves analyzing data from social media platforms to gain insights into the behavior and preference of user in different location. What are people saying about our brand in different locations? What topics are trending in a particular locations?

Q2. A search engine is a software tool that allow user to search for information on the internet by entering keywords or phrases. The function of a search engine is to help users find the information they need quick and efficiently.

There are two main category of search engines.

① Local Search Engines → Local Search engine are designed to help users find information about businesses and services in their local area. They typically uses geographic location as a primary search criterion and provide results that are relevant to the users current location.

② Global Search Engine → Global Search engines are designed to search the entire Internet for information on any topic. They use complex algorithm to crawl the web, index the content of websites and rank result based on relevance to the users query.

Q3.

- a) The messages that could appear first are those from contacts who are social reference to their user, such as close friends, family members or colleague.
- b) To create an email network one would first need to identify the key central & their relationship. This can be done by analyzing email address subject lines & message content.
- c) The people who appear most important in network can those with the highest degree of centrality, which can be measured by no of connection.
- d) The people who msg are most likely have characteristics such as being well connected have a strong social presence & being active & engaged in their social network.
- e) To compute these characteristics, an email program would need to consider factors, such as the number of emails exchanged with a contact, the frequency and timelines.

Q4.

- a) The ranking of email messages in terms of importance would depend on the users personal preferences and priorities but could be based on factor such as the sender, subject line, urgency of messages and importance of content.
 - b) Characteristics that could be computed to rank email messages in terms of importance include the sender's centrality in their emails, social relevance of their contacts etc.
 - c) The social network ranking may may not match up with ranking done in depending upon users personal preferences & priorities.
- Q4] Pandora uses item based recommended system, where it recommends songs based on similarities between songs themselves such as melody, tempo and instrumentation.
- a). For each song, here are five other recommended items that could appear.

Song 1: "Tujh Mein Rab Dikhta Hai" by Roop Kumar Rathod.

- ① "Tere Bina" by A.R Rahman.
- ② "Tum se Hi" by Mohit Chauhan.
- ③ "Tere Naina" by Shantanu Bhattacharya - Loy.
- ④ "Agar Tum Soch Ho" by Arijit Singh & Alka Yagnik.
- ⑤ "Tera Ban Jaunga" by Akhil Sachdeva & Tulsi Kumar.

Song 2: "Fabira" by Arijit Singh and Harshdeep Kaur.

- ① "Samjhawan" by Arijit Singh and Shreya Ghoshal.
- ② "Channa Mereya" by Arijit Singh.
- ③ "Ae Dil Hai Mushkil" by Arijit Singh.
- ④ "Tere Naina" by Shantanu Bhattacharya - Loy.
- ⑤ "Kal Ho Na Ho" by Sonu Nigam.

(b) The recommended songs are similar in that they are often in same genre or share musical characteristics. However they differ in that item based recommended system like Pandora focus more on the musical attribute of the song itself, while Last FM focus more on the listening pattern of other users.

(c) The difference in the recommended song can be attributed to their different approaches of the two systems. Item based System like Pandora use characteristics of the song itself to generate recommendation while collaborative filtering system like last FM use data about user's listening patterns to generate recommendation.

Q5:

- (a) Both Instagram and Twitter collect a variety of information about its users including personal information such as name, email address, phone number and location data as well as usage data such as device information, IP address and log data. Additionally, both Twitter and Instagram collect information from cookies and other similar technologies, as well as from third party partners.
- (b) Most of the information collected by Twitter and Instagram is necessary for users to use the site and access the features. However some info, such as location and device info, may not be strictly necessary for all features and could potentially be considered excessive.

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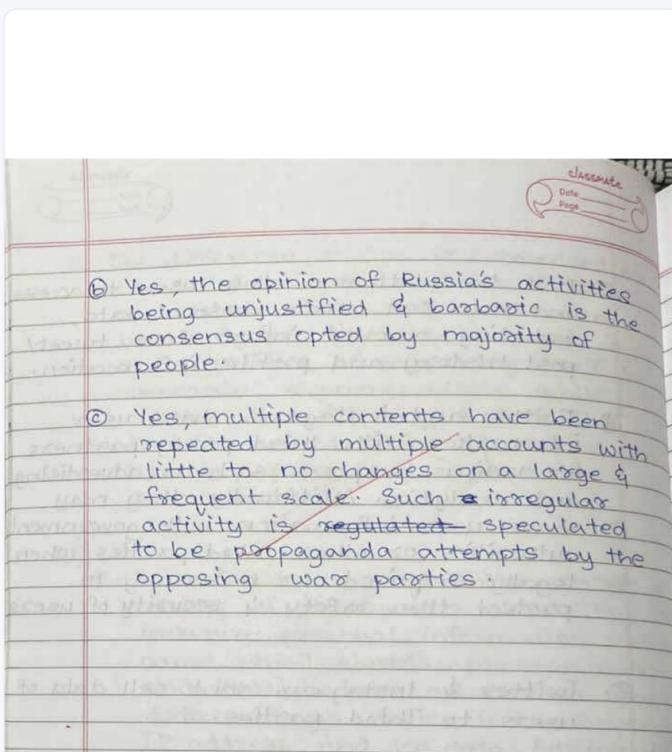
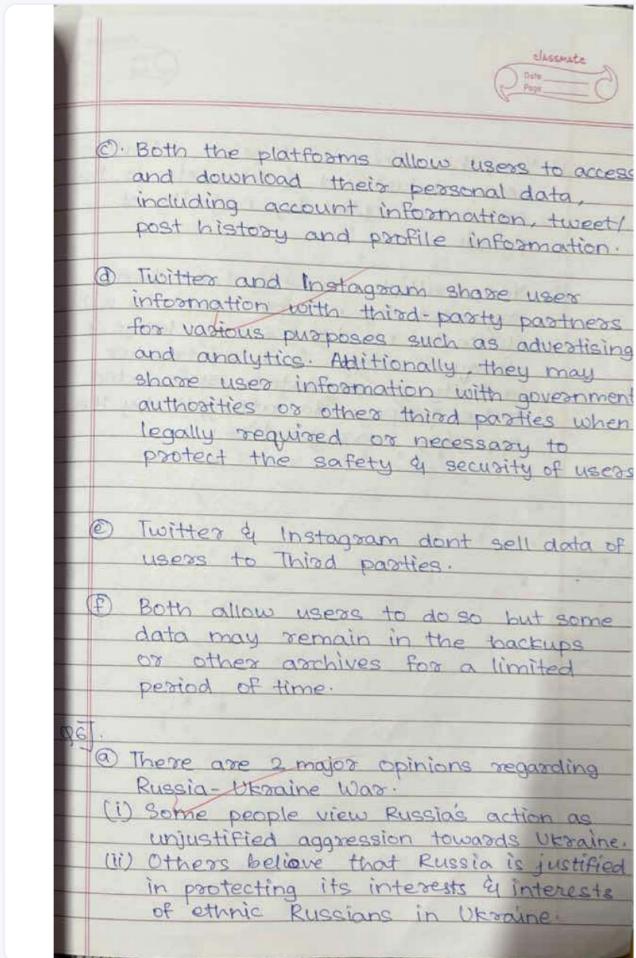
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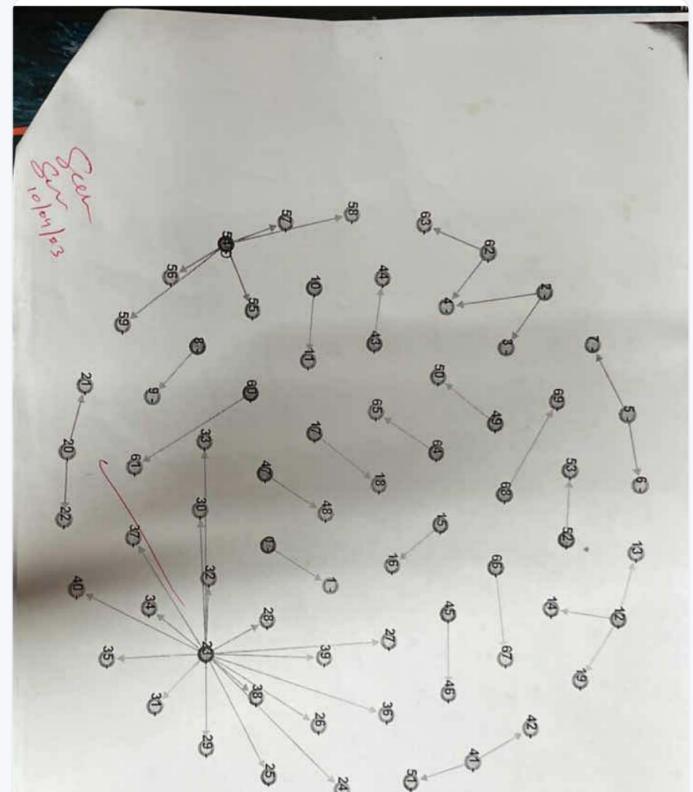
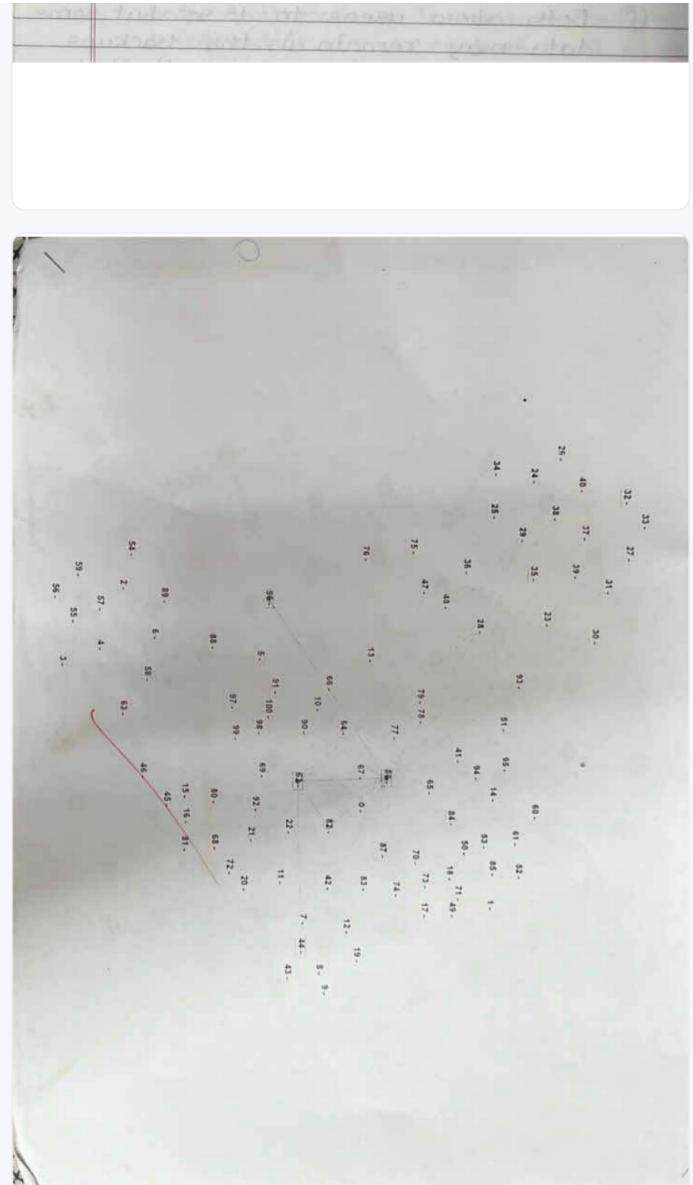
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