1. **List three types of data that are available inside the ice-cream shop that will be useful in this task. Give an example to each type of the data. (6%)**

**number, text, image**

1. **There are four main types of data analytics, which are (i) predictive analytics, (ii) descriptive analytics, (iii) prescriptive analytics and (iv) diagnostic analytics. Give an example to each type of data analytics. (8%)**
2. Predictive analytics. Predictive analytics analyzed "What might happen in the future?". it can be used in ice cream stores to predict a series of problems that will occur tomorrow, such as how much ice cream may need to be sold tomorrow, so as to predict how many raw materials need to be prepared.
3. Descriptive analytics. Descriptive analytics analyzed “What happened?”, it can be used in ice cream stores to analyze statistics of events that have occurred in the past, such as how many ice creams of a certain variety have been sold in the past day.
4. Prescriptive analytics. Descriptive analytics analyzed “What should we do next?”, when it is used in an ice cream shop, it can be used to analyze how many raw materials need to be bought and sold next, or whether the price needs to be modified to obtain higher profits.
5. Diagnostic analytics. Diagnostic analytics analyzed “Why did this happen?”, It can be used to analyze the reasons why the turnover of ice cream stores decreased and increased in the last period.
6. **To achieve this task, which type of the analytics is the most relevant? (2%)**
7. **Can you suggest any additional data publicly available that can contribute to this task? Describe how they can be used. (4%)**