**BDO-Hack on December 2021(Descriptive Analysis)**

Case Study

Problems:

From late November to early December 2021, numerous account holders of BDO Unibank (Banco de Oro; BDO) lost their money through unauthorized [bank](https://en.wikipedia.org/wiki/Wire_transfer) [transf](https://en.wikipedia.org/wiki/Wire_transfer)e[rs](https://en.wikipedia.org/wiki/Wire_transfer). The funds were noted to have been transferred to multiple Unionbank accounts under the name of a certain "Mark Nagoyo". Fraud victims lost money ranging from ₱25,000 to ₱50,000 per BDO account.

The scheme has been characterized to have been made through hacking. Several Facebook groups were made by the fraud victims, where many maintained that they did not click any dubious links, sent through messaging apps, SMS, or email, that would make them fall for a phishing attempt. Other accounts suggest that they did not receive any one-time password (OTP), that would have alerted them to someone making an unauthorized login to their bank accounts, receive any OTP that a new device was linked to their accounts, and some had funds larger than the daily limit transferred out of their accounts. Manila Bulletin Technews also reported that funds worth ₱5 million transferred to one Unionbank account were used to buy Bitcoin on December 11.

There are also accounts of victims saying that perpetrators used other platforms such as GCash and the Bank of the Philippine Islands (BPI) instead of Unionbank.

Four people have been charged by the Department of Justice in connection with a significant online banking scam that affected more than 700 BDO Unibank Inc. clients.

The Office of the Prosecutor General will bring charges against the following for violating Republic Act 8484, also known as the Access Devices Regulations Act of 1998, and Republic Act 10175, also known as the Cybercrime Preventions Act of 2012:

* Taupa, Jherom Anthony
* Ifesinachi Fountain Anaekwe, often known as Daddy Champ, is a Nigerian citizen.
* Panaligan, Ronelyn pseudonym Luka Hanabi ● X-men is Clay Revillosa.

The four, who were detained by the National Bureau of Investigation Cybercrime Division between January 20 and January 22, were subjected to an inquest after their detention.

It is thought that the name "Mark Nagoyo", which is connected to the Unionbank accounts, is fictional or a pseudonym. By December 15, the central bank of the Philippines, Bangko Sentral ng Pilipinas, has identified two to four individuals as the hack's culprits. These individuals were neither BDO nor Unionbank employees. Five suspects, including two Nigerians and three Filipinos, have been detained in connection with the breach.

Solution:

On December 12, 2021, BDO issued a statement acknowledging that "a sophisticated fraud scheme" had impacted some of its accountholders. BDO has promised to repay the lost monies to the fraud victims and strengthen its security infrastructure. Fewer than ten Unionbank accounts that received funds from BDO accounts have been frozen in response to the incident. The National Privacy

Commission also worked with BDO to determine whether any personal information was compromised in connection with the incident. The Bangko Sentral ng Pilipinas has stated that it is monitoring the increase in complaints on the incident on various social media platforms and is working closely with BDO and Unionbank over the incident.

Bayan Muna has requested that a parliamentary investigation into the issue be launched by the House of Representatives Committee on Banks and Financial Intermediaries.

The Bankers Association of the Philippines released a statement urging the public to be careful against cybercrimes and reminding bank account holders to never give out their personal information, especially OTPs.

1. What problem(s) was the case study trying to resolve?

Answer: The case study trying to resolve is the Hacking of Banco de Oro in December 2021 and it was a big loss in the Bank.

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: The big data help solve the problem with the use of analytics type they used thru navigating information from social media and processing it to solve the problem.

**AMAZON SCHOLARSHIP PROGRAM (Descriptive Analysis)**

Case Study

**Problem:**

Amazon Company aimed to increase access to computer science education for children and young adults from underserved and underrepresented communities.

**Solution:**

The American multinational technology corporation Amazon.com, Inc. (/aemzn/ AM-zon) specializes in e-commerce, cloud computing, digital streaming, and artificial intelligence. One of the most valuable brands in the world, it has been called "one of the most significant economic and cultural forces in the globe." Along with Alphabet, Apple, Microsoft, and Meta, it is one of the Big Five American technological firms.

Supporting marginalized students in their pursuit of a computer science education is crucial to Amazon's mission to create a diverse tech sector and future. With a $40,000 scholarship and a paid summer internship at Amazon, our Amazon Future Engineer Scholarship program offers students like you the chance to advance their careers.

By assisting underserved and underrepresented high school and college students in learning the fundamentals of machine learning (ML), the AWS Artificial Intelligence (AI) and Machine Learning (ML) Scholarship program hopes to prepare them for careers in AI and ML. The program is a partnership between AWS, Intel, and Udacity.

Students who enroll in the Amazon Future Engineer scholarship program get $10,000 each year for four years to pursue a college degree in computer science. Additionally, they are promised a paid internship opportunity with living benefits at the Seattle headquarters of Amazon.

The candidate must be an undergraduate student enrolled full-time in fall-starting or continuing courses at a U.S. institution or university that is not for profit. Any field may offer courses at recognized not-for-profit colleges and universities.

1. What problem(s) was the case study trying to resolve?

Answer: The problem that these case study trying to solve is USA citizen suffered to go to college with financial crisis.

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: In the survey of Amazon pertaining to the lack of ambassador of their company they planned to put on their scholars on being an ambassador of Amazon Company as their choice of work, and with their manual

Survey that Computer science is the fastest-growing profession within the Steam field they planned on these kind of program.

# Cope with Climate Change in PHILIPPINES AGRICULTURE

# (Descriptive Analysis)

# Case Study

**Problem:**

The Philippines needs to find programs that will increase agricultural productivity while supporting its adaptation and mitigation efforts in the face of a changing climate.

In order to identify climate-resilient agriculture (CRA) technologies and practices that farmers can adopt into their fields, experts on climate change, agriculture, and other relevant fields gathered in the Philippines. The relevance of these CRA interventions to the various agro-ecological systems in the Philippines was taken into consideration when choosing them. To determine which practices and technologies the nation should implement first, they were ranked. The intervention's potential to raise agricultural productivity, boost climate resilience, and lower greenhouse gas emissions served as the main criterion for prioritization.

**Solution:**

**Agricultural transformation**

On the one hand, the actions refer to the measures the nation must take to transform its agricultural sector. These consist of:

* determining whether a technology or practice is appropriate;
* providing services for accurate climate information;
* mapping crop suitability and climate risk;
* putting low-emission initiatives in place;
* automating the farms;
* varying the crops and sources of income;
* improving access to credit and insurance;
* promoting entrepreneurship to farmers;
* engaging the private sector;
* Building climate-proof infrastructures; and ● training the youth in agri-entrepreneurship.

On the other hand, the strategies show how these actions can be put into practice in the Philippines. The tactics consist of:

* implementing integrated landscape strategies;
* giving farmers and farmer organizations more power;
* transforming agriculture to be more digital;
* incorporating low-emission development into planning
* Making financial platforms more accessible;
* improvement of social inclusion; and
* Educating both buyers and sellers.

The technologies and practices were covered at a stakeholder consultation workshop held by CCAFS SEA at the Southeast Asian Regional Center for Graduate Study and Research in Agriculture from January 31 to February 1, 2019. (SEARCA). The participants were from the Department of Agriculture, the Department of Environment and Natural Resources (DENR), the

International Rice Research Institute (IRRI), the International Institute of Rural Reconstruction (IIRR), SEARCA, the University of the Philippines Los Baos (UPLB), and the University of the Philippines Visayas (UPV) (DA).

**Question:**

1. What problem(s) was the case study trying to resolve?

Answer: The problem that these case study trying to solve is Coping with Climate Change in Agriculture Industry specifically in Philippines.

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: With the manual research of their industry with the history of the crop they harvest every year and with the difference between the crops harvested each year, climate change has big impact in the agriculture.

**Adolescent-parent conflict in the era of ‘TikTok’ (Diagnostic Analysis)**

Case Study

TikTok is a recent type of video-sharing online platform that satisfies self-expression, sense of achievement, social interaction, and escapism (Omar and Dequan, 2020). Its usage and influence in adolescent age is growing rapidly (Mackenzie and Nichols, 2020; Wang et al., 2019) has surged during the Lockdown period due to ongoing pandemic. This new entity has attracted teenagers as it promises fame and stardom. The common mental disorders in Nepalese adolescent population are conversion disorder, mental retardation, somatoform disorder and anxiety disorder (Chapagai et al., 2013; D.R., 2010; Tulachan et al., 2011). Thus, this report highlights a new entity that has not been reported before from Nepal. We discuss two cases of teenagers who were brought by their parents with problems related to the application. Both these parents demanded ‘specific treatment’ for behavioral problems related to excessive use of the application. These cases were new to our out-patient department and posed diagnostic and therapeutic dilemma. This report is likely to guide psychiatrists and psychologists who might face related Disorders.

**Problem:**

1. Case #1

Seventeen-year-old Miss Sandhya (pseudonym) was brought by her parents due to her behavioral disturbances. She belonged to a Brahmin family. She was very argumentative with her family members. She developed an interest inTikTok, would spend hours making and uploading dance and lip-sync videos. Family members found that she bunked classes to make such videos. Parents also found that she tolerated an abusive boyfriend so that she could access his smartphone. When unable to make clips, she felt restless and irritable. She felt happy and encouraged by ‘Likes and Comments’ in the video. She often isolated herself for days making videos. Her sleep and appetite were preserved. When objected, she would pick fights with family members, sometimes inflicting bruises and abrasions unlike before. She neither regretted doing so nor showed such behavior during other familial contexts. Eight months later, she stole money to buy a smartphone. She wanted to make earning from TikTok and peruse a career as a ‘TikTok star’. Eventually, she failed 11th standard exam but continued making videos. When resisted, she would become irritable and abusive. As she continued to steal money and be aggressive, her elder sisterinvolved police to threaten her but it was for no use. After around 2 years, parents were so distressed; they brought her to psychiatry outpatient and demanded ‘shock therapy’ (Electroconvulsive therapy) for her. Detailed assessment was done.

Psychotic, depressive, and manic disorders were ruled out. Sandhya expressed that she was in an abusive relationship with her boyfriend because he validated her dream of becoming famous, independent, and rich through TikTok. Reportedly, her parents were authoritarian and her elder sister was punitive since childhood. She was distressed as the family tried to restrict her and did not understand her aim. She had few symptoms of Conduct disorder like stealing, lying, picking physical fights without remorse and some symptoms of Oppositional Defiant Disorder like often loosing temper, being argumentative and deliberately annoying others fulfilled neither of their criteria. Symptoms of inattention or hyperactivity were absent which posed a diagnostic dilemma. So, a working diagnosis of behavioral addiction was considered. As a part of management, parents were asked to supervise her activities without intervening. During therapy sessions, she was taught to delay her aim of stardom till graduation. The useful and harmful effects of social media were discussed by implying decision matrix. Anger management and assertive means of communication were taught. There was a mild improvement over 6 weeks. Joint sessions with the parents were taken. Problem-solving skills and decision making were taught to the patient.

1. Case 2

Miss Radha (pseudonym), a 19-year-old female was the eldest of the three siblings. She was closer to her father but was resentful of her mother’s intrusion in her daily life. Her mother was a strict parent and decision-maker of the family. Her friend introduced TikTok mobile application to her. Gradually she developed an interest in making comedy, lip-sync and dance videos. She liked being famous on internet.

Over 2 months, she lost interest in studies and wanted to pursue a career in TikTok. On the contrary, parents believed that uploading videos publicly was socially inappropriate and would bring disgrace to the family. She would get irritable, quarrelsome, and sometimes aggressive when confronted. She would negotiate for money and mobile before agreeing to visit doctors. Gradually she started avoiding family members and remained engrossed in making videos. After around one year, her parents brought her to psychiatric out-patient with an aim to ‘counsel her against TikTok’.

She did not fulful criteria of any mood disorder, inattention or hyperactivity. Radha mentioned that TikTok was a platform to express her talent and thus felt confident. She was sad that her family did not show faith in her. She was diagnosed in the line of behavioral addiction. During treatment, she was appreciated of her acting talent and was asked to make decision matrices. The pros and cons of TikTok were discussed. Psychoeducation sessions were begun. During cognitive therapy sessions, a gray zone of accepting both things in life was taught. After 2 weeks, there was minimal improvement in irritability. During later sessions, communication pattern was taught but she dropped out.

Telephonic consultation was done and her parents came for follow ups. Behavioral techniques of controlling challenging behavior in the form of time out, negative reinforcement were taught to them. There is mild improvement in the patient but she did not come for follow up.

Solution:

There is a thin line between normative and non-normative use of online entertainment platforms like TikTok that might be missed until the adolescent-parent conflict is precipitated. Parents should be alert in monitoring emotional or behavioral changes in their children. Psychological case conceptualization rather than the neurobiological model of addiction is suggested in treating such patients. Psychoeducation, recognizing negative emotions and their triggers, joint sessions with family for negotiation and behavior therapy appears to be the mainline of treatment rather than pharmacotherapy.

**Question:**

1. What problem(s) was the case study trying to resolve?

Answer: Adolescents-parents conflict in the era of ‘Tiktok’ and its content in every video on Tiktok and that may contain more serious topic and theme, which may not be advisable for adolescents

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: Because in these Case of study it is been defined why there’s a conflict between Adolescent and to their parents, and it was also been examine a lot of time for these case of study

# Bitcoin Customer Protection against Fraud (Diagnostic Analysis)

Case Study

Internet commerce now almost solely relies on financial institutions acting as reliable third parties to handle electronic payments, transactions that are completely irreversible are not truly feasible since financial institutions must mediate disagreements, and the requirement for trust grows as a result of the likelihood of reversal... A certain amount of deception is acknowledged as inevitable, physical cash can be used to minimize these expenses and payment concerns in person, but there is no mechanism for doing so through a communications channel without a trusted third.

**Problem:**

Sellers would be protected from fraud by transactions that are computationally hard to reverse, while purchasers would be safeguarded by commonplace escrow methods.

**Solution:**

By doing away with the requirement for a trusted third party who might voluntarily or

Unwillingly reverse transactions, the reversibility problem would be solved. To arrange and confirm payments, Nakamoto substituted a chain of cryptographically-signed transactions protected by proof-of-work for a reliable third party.

**Question:**

1. What problem(s) was the case study trying to resolve?

Answer: Protection against fraud

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: By examining the data that give them holes from any kind of scamming in their platforms.

# Twitter Trolling (Diagnostic Analysis)

Case Study

**Problem:**

A troll is someone who publishes hurtful, fake, off-topic, unnecessary, or digressive comments in an online forum.

**Solution:**

The Safety Mode function on Twitter, which allows users to momentarily ban accounts who post offensive or damaging messages, will be expanded, the algorithm will recognize accounts that make abusive comments or spam users with unwelcome comments and block them for seven days, access will now be available to half of the platform's users in the UK, US, Canada, Australia, New Zealand, and Ireland. Additionally, they may now make advantage of a companion function called Proactive Safety Mode, this will alert users to potentially dangerous responses and encourage them to enable the mode, and the company said that it incorporated this in response to comments from certain trial participants who requested assistance in recognizing unwanted interactions.

**Question:**

1. What problem(s) was the case study trying to resolve?

Answer: The problem of this case study trying to resolve is the difference between Shopee and Lazada in terms of their features.

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: Big data help them solve the problem thru comparing their features and analyzing it completely and examines the data of both lazada and shopee

# PREDICTING THE SPREAD OF COVID-19 TO SAFEGUARD UNILEVER’S GLOBAL ECOSYSTEM (PREDICTIVE ANALYSIS)

Case Study

Unilever had to swiftly revise its personnel plan in 2020 as the COVID-19 epidemic intensified in order to protect staff and continue supplying goods to 2.5 billion consumers worldwide.

In order to meet this issue, PA and Unilever collaborated to develop COVID-19 Awareness and Situational Intelligence, a cutting-edge predictive tool (CASI). Consumer goods, business intelligence, data analytics, artificial intelligence and machine learning, digital, operational resilience, and international supply chains skills were all merged by our teams.

CASI is a real-time dashboard that tracks and correctly forecasts COVID-19 trends. It offers real-time and predictive analytics from a global and regional level all the way down to specific Unilever sites across the world. For 30-day projections, CASI achieves prediction accuracy of 75%. Teams at Unilever utilize CASI every day to control supply chain activities.

Data may now be used to unlock predictive insight in a new way thanks to CASI.

**Problem:**

Information was suddenly available everywhere in 2020 as COVID-19 expanded over the globe, but it was difficult to gather and validate. The first countries to report on infections and mortality did so using a variety of techniques and time frames, and not all of the information was considered reliable. In addition, it was difficult for businesses to make important choices regarding their local company operations due to the lack of data at the community level. Finally, all reporting followed real events too slowly to offer much insight into the situation at hand, let alone what lay ahead.

As the pandemic spread, Unilever locations were forced to make hasty judgments about operational adjustments that would affect their staff, their families, and the local communities in addition to the supply chain. Different regions were moving in different directions; while some nations were able to stop the spread of COVID-19, others saw instances spiral out of control.

Unilever wanted to ensure that 2.5 billion people in more than 190 countries could continue to use one of the 400 household name brands produced by the company, like Lifebuoy and Dove, while also protecting their worldwide workforce and supplying a network of shops that numbers 25 million. Unilever might achieve this while simultaneously offering consumers the hygienic products they require to lower risks and safeguard their families and themselves.

**Solution:**

They worked together with Unilever to produce and distribute new versions of the tool in order to support their desire to distribute CASI throughout their worldwide ecosystem. An app called "CASI for everyone" is available to all Unilever workers and their families in addition to the main CASI version for incident management teams and supply chain partners. From the principal platform, all versions are automated.

We combined secondary indicators, such as the fluctuating virus reproduction rate, stringency index, hospital capacity figures, and vaccination rates with the primary indicators recognized by health bodies to monitor the spread of COVID-19, including infection rates, testing rates, positivity rates, and mortality rates. We added secondary social data, such as government lockdowns, social limitations, consumer movement, and social media behavior, to this to layer in how people's behavior affected the spread of COVID-19.

Question:

1. What problem(s) was the case study trying to resolve?

Answer: The problem of this case study trying to resolve is the prediction of the spreading COVID-19 and protection of its global ecosystem.

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: Big data help them to solve the problem thru statistical analyses in the COVID-19 from its infected rate, testing rates, positivity rates and mortality rates.

# DEMAND FORECASTING OF LYNXANALYTICS (PREDICTIVE ANALYSIS)

Case Study

A leading German telecom company was trying to consolidate procurement for all mobile devices it would eventually sell in international markets. It was necessary to anticipate demand for mobile devices at the SKU level six months in advance in order to manage product lines for each nation effectively, negotiate the best rates from handset manufacturers, and match promotions and subsidies with consumer upgrade cycles. To enhance sales productivity and ARPU, the telecom operator will be able to use the estimates to better manage handset model inventories, lower inventory costs, and raise recontract rates.

**Problem:**

Because the project requires forecasting future trends for every model of a gadget down to the SKU. Lynx Analytics needed to consider the impact of product bundles and manufacturer discounts on consumer demand. For the forecast, historical sales and inventory data were required. for every SKU and route of distribution, yet the carrier lacked a standardized approach to device identification across platforms. Analytics by Lynx a method for selecting the right data from pertinent data sources was required. It more required to forecast demand for future smartphone models without any previous market history.

**Solution:**

The initial stage was to gather trustworthy information from the data sources to describe device availability, sales, marketing, and client contracts as well as other elements. In order to do this, Lynx created an automated data pipeline for data collection and cleaning. Following Lynx Analytics used machine learning methods to forecast this. The popularity of current phone device models. This strategy Google Trends data was used to estimate demand for mobile device types.

**Question:**

1. What problem(s) was the case study trying to resolve?

Answer: Lynx needed to find a method for selecting the right way to cull appropriate data from relevant data sources.

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: Big data help them solve the problem thru the forecasting needed in historical data for sales and inventories for each and from the distribution channel.

# DEMAND FORECASTING OF RB COMPANY (PREDICTIVE ANALYSIS)

Case Study

Utilizing forecasting techniques is now viewed as a due to its assistance for both operational and strategic goals, business ally procedures for making decisions.

This essay is based on a research effort that aims to methods for predicting demand for a business (identified here by PR) that specializes in the delicatessen sector of the food industry, we concentrated particularly on demand forecasting algorithms that can help as a tool to improve inventory control and production planning at the business, the company's activities were examined, which resulted in the creation of a novel technique for anticipating demand based on several projections, which is now being used and examined by the business.

**Problem:**

Due to the increasing level of competitiveness among companies, The RB Company wants essential tool to make the decision faster and safer as it will directly affect the company’s profitability and competitive position.

**Solution:**

In an increasingly competitive market, where companies are fighting for market shares that are hard to achieve, the pursuit of operational efficiency as a competitive advantage is essential. The volatility of the markets makes planning and preplanning an endless task, in order to respond to more demanding customers. As a result, the pursuit of process optimization as a way to ensure better results is a major focus of attention, In addition to the model performance against the current methodology applied by the company, other advantages can be pointed out, such as the fact that this is a more robust methodology able in a timely manner to generate demand forecasts, releasing in this way the managers of this task, so that they can provide more time for the analysis of scenarios and to improve the decisions taken in this area.

**Question:**

1. What problem(s) was the case study trying to resolve?

Answer: The RB Company wants essential tool to make a decision for future trends to support production planning

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: Big data help them solve the problem thru the analyses and comparing different method of forecasting (Exponential Smoothing models, ARIMA models)

# STRATEGIC INVESTMENT OPTIONEERING AND SCENARIO ANALYSIS OF SHALE AND HYDROGEN GAS FUTURES (PRESCRIPTIVE ANALYSIS)

Case Study

**Problem:**

In this case study we created a thirty year strategic, TOTEX model of a gas distribution network to carry out scenario analysis of alternative shale and hydrogen gas futures. The model analyzed both operational outputs such as gas quality as well as infrastructure investment options. Enterprise Optimizer is uniquely suited to this challenge as it can model your asset base, processes and financials in equal detail. This combination of engineering and financial modelling capabilities allows it to our true TOTEX optimization. Our mathematical optimization engine will evaluate all decision **Solution:**

End-to-end data-driven decision making that allows for an objective perspective of processes, performance, and costs, full economic optimization taking into account marginal costs for all processes and Create financial and operational performance measures at the same time.

Question:

1. What problem(s) was the case study trying to resolve?

Answer: The TOTEX optimization needs a strategic investment planning and scenario analysis for the Shale and hydrogen gas futures

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: Big data help them solve thru the problem by accessing more ideas to optimal a course of action.

# NETWORKED ASSET RISK MODELLING TOTEX OPTIMISATION (PRESCRIPTIVE ANALYSIS)

Case Study

**Problem:**

We simulated an intermediate and low pressure gas distribution network down to the asset level in this case study. All assets' physical and functional connections (mains pipes and district governors) were modeled. This enabled us to measure the effect of network redundancy and interdependence on the outcome of asset breakdown.

**Solution:**

Reduce and avoid OPEX, CAPEX or TOTEX costs through improved planning, data-driven decision making and systems thinking, quickly understanding optimal actions to take in many cases, which Quantified visibility into risk and uncertainty in operational decision-making, detailed unit cost insights with clear visibility into cost escalation at each stage of the process across the value chain and assist in identifying quick wins and improving performance Question:

1. What problem(s) was the case study trying to resolve?

Answer: The TOTEX optimization needs a simulation to an intermediate and low pressure gas

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: Big data help them to solve the problem by Resource managing and capacity planning

# PROVIDING THE INSTRUCTION TO DO WHAT’S RIGHT: SAS INSTITUTE INCORPORATION (PRESCRIPTIVE ANALYSIS)

Case Study

**Problem:**

Automation of routine tasks promises consistency, precision, and relevance. When applied to company processes, the benefits of governance, flexibility, and risk minimization are increased. Realized. Prescriptive analytics enables both systems and front-line employees to take the required corporate action - every time. And with data pouring from transactional systems, IoT, and any other source, other source - performing the correct thing with lightning-fast processing symbolizes the responsiveness that consumers rely on.

**Solution:**

All governing policies, regulatory standards, limitations, best practices, and other associated business logic required to establish business rules may be available to business analysts. Most of the time, however, the necessary business expertise is preserved across many departments of the corporation, such as compliance, finance, sales, marketing, and others. As a result, the necessity for a centralized and well-managed environment for establishing business rules, business logic, and language aids in the elimination of disagreements between different divisions of the organization. It also encourages the consistent usage and implementation of business rules to operations.

A vocabulary is a set of phrases used to construct rules that is basic to the common language that conveys the business's aims and obligations. Pre-existing vocabularies can be imported, edited, reused from physical tables, and shared among rule sets. SAS Business Rules Manager enables various and authorized users to contribute to rule design, supports change management control, keeps audit data, empowers subject matter experts to validate rules, and manages rule elements. When company norms are developed in this atmosphere, they are protected from undocumented tribal knowledge and become a corporate asset.

Question:

1. What problem(s) was the case study trying to resolve?

Answer: The problem is all about the right thing to do inside the company of SAS institute incorporation

1. How did big data help them solve the problem concerning the type of analytics they used?

Answer: Big data help them solve the problem by analyzing rules for the business to maintain to achieve common goals.

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