

## **Survey Result:**

### **Person 1:**

Name: Naazia Azmi

Age: 37

Occupation: Professor at KHMW College (Management)

Location: Mumbai

Relational Status: Married

- Yes, I am familiar with big data and its applications. Big data refers to large, difficult-to-manage amounts of data.
- Panorama Education is a management platform for administrators and school districts to support students' learning skills, track progress and improve communication between schools, teachers, students, families, and staff.
- The data in Panorama provides a whole view of each student, from attendance and classroom behavior to academic performance and social-emotional learning. The platform provides insights that help identify at-risk students early and helps educators support students in areas they need it.
- Because our institute is at the forefront of big data application, we are constantly striving to improve in every aspect possible.
- We tend to identify areas where students struggle and to develop strategies for personalized learning, improvising teaching learning experiences of various learners based on their competencies, skills, interests etc. while prioritizing their needs, pace of learning and developing evaluation/assessment techniques to cater to individual needs.
- In the initial stages, accuracy is close to 5 (on the scale of 1-5)
- Since we professors are basically from non-technical background so having analytics skills is less, but we are getting use to the system and its quite compactable.
- Challenge due to lack of Talent (experts) and access to technologies, storage, scalability, and security Issues.
- Cost is also a major concern in usage of big data but it depends on the organization and I think its affordable.
- Yes, I would recommend big data

### **Person 2**

Name: Menon Khan

Age: 48

Occupation: Radiologists

Location: Lucknow, India

Relational Status: Single

- Yes, being a doctor and having inclination towards new technology is no harm.
- “Big data” refers to large amounts of data from areas such as the Internet and mobile communications, the financial industry, the energy industry, many more and which are stored, processed, and evaluated with special solutions.
- Big Data has great potential to change the healthcare landscape. It can save people’s lives by preventing diseases, forecasting medical outcomes, and reducing medical errors. Also, it can improve the quality and cost of care.
- Being a Radiologists and receiving large amount of data in different formats like MRI images, Scans, reports, etc. it sometime becomes difficult to maintain everything so we as an organization uses different software and app to identify different problems.
- Yes, it provides satisfactory result faster than the manual process.
- Accuracy is close is 99% (scale of 1-5) I can say 5.
- Yes, we do have desired tools, software, and apps to handle big data. New developments are still happening so it’s a great news.
- We need Big Data to reduce loss of life by detecting diseases, recommending the most viable treatment options available and forecasting medical outcomes, to reduce medical errors, prevent mass diseases such as covid pandemic, detecting diseases at their early stage to provide more accurate and low risk treatment and to identify and assist high-risk patients.
- Big data and its applications are still in their nascent stage of development, maintaining privacy, ensuring security, establishing standards and governance is a challenge.
- Yes, I would recommend the use of big data.

### **Person 3**

Name: Khayaal Shah

Age: 28

Occupation: Data Analyst (Media and Entertainment Company)

Location: Mumbai, India

Relational Status: Single

- Yes, I do have inclination towards technology as I have been working on this sector for over 4 years.
- Big data is a term used to describe larger and more complex data sets, especially from new data sources. These data sets are so extensive that classic data processing software cannot manage them.
- The Media and Entertainment Industry also combines and collects the same kind of data from various sources to be able to understand the viewer behaviour and improve themselves in the way which will make them excel and be the favourite of the viewers amongst all of them. This is a well-known fact of marketing and profit making that the more you know your customer the more you can abide by what is liked by them and can set price, content, and user interface accordingly.
- It helps in helps in Predict Audience Interest, Optimization and Monetization, Understanding Audience Disengagement and Role of Advertisements.
- Provide insights from big data, media and entertainment companies can understand when customers are most likely to view content and what device they'll be using when they view it, and it also helps media and entertainment companies generate more revenue.

- Traditional storage can cost lot of money to store big data.
- I would rate it 4 and very close to 5.
- Biggest benefits it helps in identifying consumer needs, behaviour and expectations while maintaining customers privacy, predicting audience interest, buying habits, and preferences for optimising user experience and measuring the impact of advertisements and other important metrics like audience engagement rate, buying trends, consumer insights.
- The challenges involve massive volumes, includes personal and financial details of the consumer which raises data privacy concerns as well as high operating costs.
- Yes, I would recommend the big data.

#### **Person 4**

Name: Ahmed khan

Age: 31

Occupation: Marketing Analysts lead

Location: Mumbai, India

Relational Status: Married

- Yes, I am inclined towards technology.
- Big data is the collection of the data which is also growing exponentially with time. Big data is large and complex in its size and storage that it is unable to be deciphered and understood efficiently by the traditional data management tools.
- Use to gather, analyse massive amounts of digital data to improve business operations such as 360-degree audience views, brand awareness, customer engagement, and improved customer acquisition for analysing customer consumption patterns, preferences, and information for providing customised benefits to prospective customers.
- Overall, the strengths of the big data techniques for marketers are mainly in the fact that skilful use of advanced analytics technologies helps a specialist to develop strategies more easily for promoting a product or service on the market.
- For analysing the consumption patterns, preferences, and information of customers and offering customized benefit to prospective customers.
- Big data issues of scalability, heterogeneity of customers, lack of structure, error-handling, privacy, timeliness, provenance, and visualization, etc are some of the key hindrances that big data possesses for marketeers.
- Yes, I would recommend big data.