Nora Arouchian   
Tania Gameiro Oliveira

CEBD 1260: Big Data Analytics

Assignment 2: Functional Map, Use Case and Mockup

* **Data application** Which Chocolate Bar is most favoured?
* **Objective** This tool helps potential buyers decide between which chocolate bar our there is best. It allows for buyers to test out different bars based on ratings, price and availability nearby. It allows producers and vendors to have insight on consumer preference and as such, target and produce accordingly.
* **Audience** Chocolate enthusiasts, Retail stores, chocolate producers
* **Dashboard and metrics**

**Descriptive analytics** Shows the rating preferences of chocolate bars based on the filter selection (price, taste, origins, equitability…)

**Diagnostic analytics** Presents to the vendors and producers the top favourites from consumers and what they look out for. (Combo of XYZ Chocolate beans % at $x.xx price produced in ABC country).

**Predictive analytics** Based on preference inputs, predicts the equilibrium point of bitterness to price ratio that consumers prefer.

**Prescriptive analytics** This will give producers and vendors the capability to produce more of a certain type of chocolate within a certain price point, versus another.







