ALTERNATIVE ASSESSMENT 1 (50 marks) - WEEK 12

Answer the question below based on the given scenario. Submit your answer within **ONE (1) WEEK** after the question is given in SPECTRUM. Answers should be submitted and saved with the student's name followed by matric number as the file name in the format of .pdf (e.g.Ali_s123456.pdf).
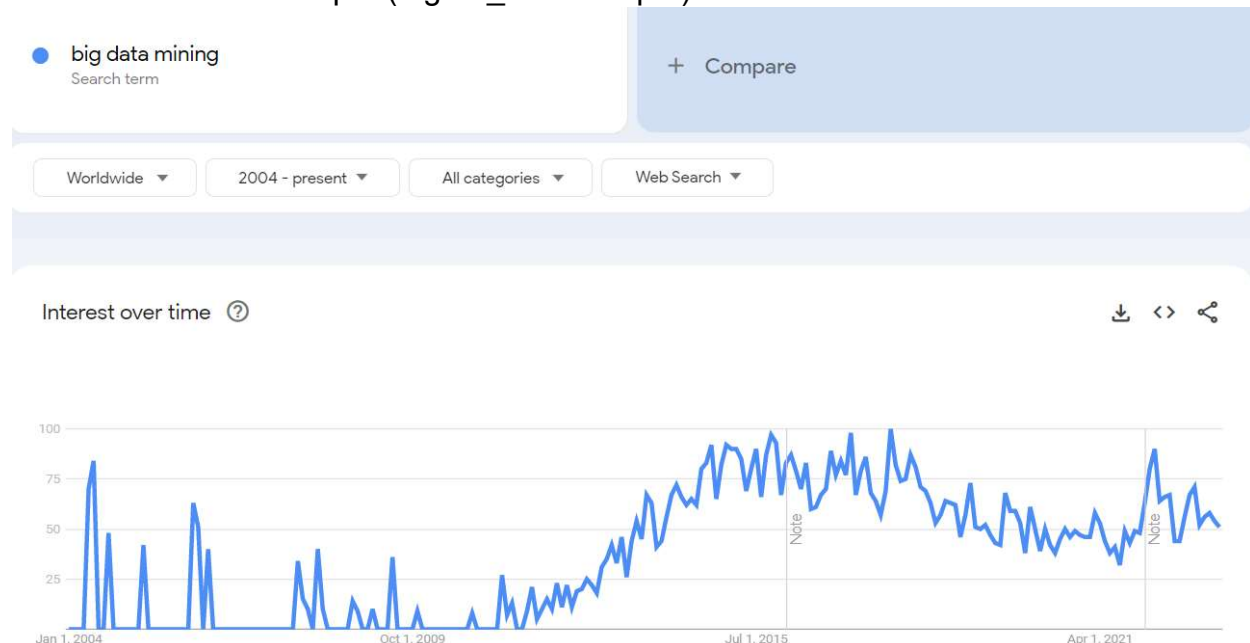

Figure 1 Google Trends - Web Search interest: Big Data Mining– Worldwide , 2004 - present

As you can see from the graph, the volume, velocity, and variety of data continue to grow exponentially, big data mining has become an indispensable tool for businesses and researchers alike. This technology allows for the processing and analysis of vast amounts of data in real-time, enabling organizations to identify patterns and insights that would otherwise be impossible to detect. Some of the major trends in big data mining include the use of text mining for analyzing social media, journals, and customer reviews. Another trend is the application of data mining for energy consumption modeling, as well as the use of predictive analytics in banking to improve customer acquisition and retention. Additionally, there is a growing interest in the incorporation of machine learning algorithms and artificial intelligence to advance data mining capabilities for even more accurate predictions and decision-making.

Assume that you are working with a company that provides the emerging technology. You are responsible for suggesting how big data mining can be used in the field of supply chain management (SCM). You are required to prepare ONE infographic poster to be presented to your clients.

The infographic should contain the following:

a. Choose ONE of the big data mining technologies that can be used in the SCM domain
b. Propose how the technology works (the presentation of this part should be based on graphic)
c. Advantages of integrating big data mining technology into your SCM

d. Discuss possible issues and challenges

You are free to use your creativity to make your infographic poster informative, correct, and interesting.

(50 marks)