***Data Immersion***

**Exercise 1.1**

1.I choose the article ‘Myth Busting the Analytics Journey’ and it explains that the Netflix utilizes data science to identify trends and predict which shows and movies will captivate audiences. By analyzing user behavior and preferences, the company can make informed decisions on what content to produce and how to market it. It also uses big data analytics to understand its customers base better. By using these data, they provide better service or product to the customer. Netflix collects huge amounts of data from a vast variety of subscriber base.

Analytics is the fuel which powers Netflix. The company uses advanced algorithms and machine learning to analyze user behavior and preferences, allowing it to tailor content recommendations accordingly. This not only keeps users engaged but also promotes content discovery, driving higher viewership numbers and customer satisfaction.

2. The introduction of Data Analytics in healthcare allow to use new technologies both in treatment of patients and health management. The research paper aims at analyzing the possibilities of using Big Data Analytics in healthcare. The research article is based on a critical analysis of the literature, as well as the presentation of selected results of direct research on the use of Big Data Analytics in medical facilities.

3.  Data analysis applied to my own life:

Context: I am an ex-cricket player used to play cricket for university team.

Goal: My goal will be Performance Analysis, Opponent Analysis, Injury Prevention, Player Recruitment, Fan Engagement.

How data can be collected: Data is collected through various means, including ball-tracking technology, cameras, sensors on players’ bodies, and manual data entry by statisticians during matches.

Description: Fans can access to a wealth of statistics and insights, enhancing their understanding of the game. It also influences how they engage with cricket through fantasy leagues and betting. Fans can delve into detailed statistics, such as a bowler’s economy rate in specific conditions, which aids their predictions and fantasy team selections, adding an extra layer of excitement to the game.