Assignment : 4

Name : Kamal deep

Roll no : 2501660006

Subject: Data Driven and decision making

serial NO: 16

Course : BCA (cyber security)

Course code: ETCC

Submission Date : 10/11/25

Submitted To : Dr satinder Pal

Task - 1 →

Real world scenario:

Health care:

Health care is one of the compelling example of data driven decision making being used to evolutionize the industry, Heathcare industry with substancial amount of valume of data os EHRS patients, demogoaphic, treatment histories. Jole result

• Use of PDOM is scenarios:

Hospitals using predistive model that flags patients Cor/with ehnomic illness Coo Further case. This system use past data. Such as "EHR' Impore patients outcome/medication Coo Further prevention

Task 2:

Composing Analytics Models →

1) Descriphive: (Insight Crom past)

• AKA what has happened

• Summarizes historical/past data to indenhfy patiteress trends and past melations

• Use tools + Bib Uke Poven B, 4 Excel to compile Post data

Example:

A retail storechoin, virtual market platfroom analyze lost quaren sales by region to see which product

like descriptive model does not predict future or provide actionable query but it established a factoral beam for more advance analytics.

2) Predictive → (foresignt into futures)

- aka would could happen likely
- uses historical data to predict future outcome
- use MF models, algorithms and tools like python, saas

Example :

Ecommerce componies use ML to predict with consumers are likely to keep buying / cancel system in app's like Netflix, spotify.

→ Prespective → (what to do)

- Aka what should we do about it
- Suggest optimal decisions / action based on prediction
[suggest future course of used optimization algorithm (actions) and complex tools like

  of cplex and complex AI tools

Example →

Logistics compony used this model to determine best delivery route to minimize delivery cost/delay.

.3 →

Internal/External data sources for Ecommerce company

company → Amazon
Internal:
• data henerated with in company / unique to company
  → sales Transaction:
      details of whats, when, where customer
      buy
  → consumer reviews:
      Insight of consumer satisfaction & quality.
  → Inventory / logistic data:
      Stocks, ware house records
  → customer Relationship management data:
      Feed back, customer loyality
  → click stream data →
      Time spent on website / browing behaviour

→ external:
  • data got / bought from outside the company
  • competitive Intelligence data:
      for comparing prices and promotion strategies
  • 3nd party market reports →
      Industry trends from firms like meilsen
  • supplier partener data →
      performance / cost Fluctuations.
  • social media data →
      Brands trends, sentiments, Engagements on
      social media apps like Instagram, X
  • Economics / demographic data:
      Goverment data for Inflation, customer
      spending
      & unemployment effecting sales.

Reflecting on DDDM approach in Real life / Bues.

In daily life

adopting DDDM in Real daily life helps make
evidence based decisions boost success
outcomes personally. Also Improving decision
in health, fitness and greatly found usefull
in financial decision making

In Business:-

adopting data driven approach in Business
helps in making object/evidence based
decision rather than intution/guess work
boosting customer satisfaction / Profits

→ overall benifits

- Great consistency in decision
- Faster response to change
- continous Improvement in decisions