WQD7007 Big Data Management
Assignment (15%)

Submission date: 28 October – 03 November 2024 (Week 4)

This is a group assignment. One group should consist of 4 students. The students are required to **identify a company/institution**. Then,

a) Write a short summary about the identified topic/company.
b) Discuss any of the three/four items below (depending on the number of students in the group):

- How the identified company/institution fits into the characteristics of the Big Data, including Volume, Variety, Velocity, Veracity, Variability, Visualization and Value. The company/institution must fall under one of this industry categories:
  - Education
  - Business
  - Marketing
  - Banking
  - Agriculture and Crops
  - Tourism and Hospitality
  - Medical
  - Defense and Security
  - Veterinary
  - Logistics and Transportation
- How the identified company/institution implement the six phases of big data, to the best of your understanding.
- Discuss why the company/institution needs the big data software.
- What are the key obstacles faced by the company/institution to implement big data solution effectively.

c) Includes reference that is used in this report.

Page limit: Minimum 10 pages (references excluded).

Plagiarism:
Your attention is drawn to the no-cheating policy. This covers cheating, attempts to cheat, plagiarism, collision, and any other attempts to gain unfair advantage in assessment. The work you submit must conform to this policy. If cheating is discovered, any parties involved will take equal blame (get zero).

Did you use generative AI?
Generative AI is not an author. These tools should only be used to improve language and readability, with caution. If you used generative AI or AI-assisted technology, include the following statement directly before the references at the end of your assignment report.