**All Questions are Compulsory**  **Full Marks:18**

**(Write your name, Registration Number, Roll Number, Subject Code and Indicate the stream (Common/FM/RM) in your assignment. Also mention the date of Submission). (In case of any Diagrams, no printouts will be accepted)**

1. You are an employee of a product based MNC company. You are the regional marketing head of the company. Explain in details what are the areas that you are going to focus to make a snapshot report for the Country marketing head of the company. Explain the charts and graphs that you are going to incorporate in the report. (6)
2. You are an insurance company surveyor. A client worth 4 billion dollars has come to you stating that his company has caught fire and all his assets have been destroyed. Which data mining technique(s) will you use to verify if this is a fraudulent claim? What are the factors that will be taken into account to detect fraudulent activities (if any) in this case? (6)
3. Explain with reasons when a Mid Segment Enterprise will require Big Data Analytics. How can a company effectively and efficiently incorporate Big Data Analytics? (6)