

Assessment 1 - Case Study Analysis Report (Due on 07th October 2022, 11.30pm)

You are to write a report/essay (maximum 3000 words):

“Discuss and analyse three priorities of using modern intelligence digital technologies in Business Analytics for organisations in a chosen industry to derive business intelligence for their future competitiveness. Write a report on the future of Intelligent Business Analytics in this industry”

Write the above report/essay for one of the following industries:

- Social Media
- Online eCommerce
- Retail Business (Bricks and Mortar)
- Human Resources Management
- Banking
- Financial Management
- Insurance
- Risks Management
- Automation
- Automotive
- Manufacturing
- Transports Logistics
- Supply Chain Management
- Hospitality
- Utility (e.g. electricity, water, gas)
- Energy (e.g. hydro, coal, solar, wind, biomass, gas, nuclear)
- Real Estate
- Building and Construction
- Infrastructure Management.
- Healthcare
- Education

You can also propose an industry that not listed above.