

# Big Data Analytics

## Solution of Exercise 3



2019 - 2020

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## ■ Applicative Exercise 3 - Solution

ML Algorithm	Type	Business Case	Area	With Big Data?	With Big Data, Applicable?
Association Rule	Unsupervised	Market basket Analysis	E-marketing	No	Yes
Naive Bayes Algorithm	Supervised	Housing Price Prediction	Real Estate	Yes	No
AdaBoost	Ensemble	Corporate Bankruptcy	Risk Management	Yes	Yes
K-Means Clustering	Unsupervised	Market Segmentation	Marketing Strategy	No	Yes
Logistic Regression	Supervised	Predicts Business Failure	Risk Management	Yes	Yes
Artificial Neural Network	Supervised	Tourism Demand Forecasts	Tourism and hospitality industry	Yes	Yes
Decision tree	Supervised	Financial crisis prediction	Financial industry and budgeting	Yes	Yes
Version space learning	Supervised	Recommender system	Marketing	Yes	No
Rough set rules	Unsupervised	Product classification	Production in Supply chain management	Yes	Yes
K-Means	Unsupervised	Stock market forecasting	Finance, investments	Yes	Yes