PART 1: Do some research and: [ 2+ 2 +2 marks ] a. identify and describe Amazon’s business segments (e.g industry, growth high/low, competitors, barriers to entry, etc.) b. identify Amazon competitive strategy and at least one of its competitive advantage. c. describe the main purpose of implementing big data analytics within any organisation. PART 2: Do some research and: [ 3+ 2 + 3 marks ] d. define what a data-driven company is and three main characteristics of such organisations. e. describe the difference between business intelligence and data analytics. f. identify, describe and provide one practical example (for each of them) of three relevant business outcomes that a business might want to achieve by implementing big data analytics. PART 3: Do some research and: [ 2 +2 +3 marks ] g. define both structured and unstructured data. What types of data is Amazon more likely to collect? What are the challenges of managing this type of data. h. Amazon is commercializing its own NoSQLdatabase, which is called “DynamoDB”. Identify what type of database it is. Describe three main benefits for customers that decide to leverage “DynamoDB”. i. empirical evidence shows that implementing “Big Data Analytics” is a common denominator amongst the most successful companies in the planet (Google, Amazon, Apple, Tesla, etc.). Identify and describe three main obstacles/challenges that might be impeding other companies to implement such systems. PART 4: Watch the videos and answer the questions below: [ 2+ 2 + 2 marks ] j. identify and describe some of the main applications of “Amazon Machine Learning”? List one the main benefits of “Amazon Machine Learning”. k. identify and describe three main benefits of Amazon Web Services (AWS). l. in order to provide a better service and increase its revenues Amazon is collecting a large amount of personal information from its users. Do you believe that Amazon is acting in an ethical way? Explain why you think so. PART 5: Research, structure and presentation: [ 3 marks ] a. the report must include a reference list b. at least five references in Harvard format c. the reference list not will count towards the word limit. Introduction to Amazon Machine Learning – Predictive Analytics on AWS <https://www.youtube.com/watch?v=PAHU8tPA7xs> Big Data on Amazon Web Services <https://www.youtube.com/watch?v=3fkGCM0feC0> How Amazon’s Algorithm Gets You to Spend Money <https://www.youtube.com/watch?v=GSAz0vVfVmo>