Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 13 – 12- 2025 **Time:** 01:00pm – 04:00pm

School: SOSCE	**Program**: B.TECH CSG	
Course Code : CSD3402	**Course Name:** Web Data Analytics for Data Science	
Semester: VII	**Max Marks**: 100	**Weightage**: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	26	24	24	

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks. **10Q x 2M=20M**

1.	What is Traffic Analysis?	**2 Marks**	**L1**	**CO2**
2.	Define stemming?	**2 Marks**	**L2**	**CO3**
3.	Give two examples of Google Analytics reports.	**2 Marks**	**L1**	**CO2**
4.	Mention any two reasons for contradictory data	**2 Marks**	**L1**	**CO1**
5.	What is keyword analysis?	**2 Marks**	**L1**	**CO2**
6.	What is tokenization?	**2 Marks**	**L1**	**CO4**
7.	What is a sentiment lexicon?	**2 Marks**	**L1**	**CO3**
8.	What is a tracking ID in Google Analytics?	**2 Marks**	**L1**	**CO1**
9.	Define Funnel Optimization.	**2 Marks**	**L2**	**CO4**
10.	Define Web Scraping	**2 Marks**	**L2**	**CO1**

Part B

Answer the Questions. **Total Marks 80M**

11.	**a.**	Discuss how you can interact with data in Google Analytics	**10 Marks**	**L2**	**CO1**
	b.	Describe the importance of data cleaning in analytics.	**5 Marks**	**L2**	**CO1**
	c.	List the contents of a Log File	**5 Marks**	**L2**	**CO1**
		Or			
12.	**a.**	Discuss metrics used in evaluating website performance.	**10 Marks**	**L2**	**CO1**
	b.	Describe types of interactions in Google analytics and explain the benefits of interacting with data	**10 Marks**	**L3**	**CO1**
13.	**a.**	Explain Technographic Analysis, Behavioral Analysis and Psychographic Analysis with methods and outcomes.	**10 Marks**	**L2**	**CO2**
	b.	Discuss Goal Reports in Google Analytics with its uses and examples.	**10 Marks**	**L2**	**CO2**
		Or			
14.	**a.**	Explain Conversion Rate and factors influencing it.	**10 Marks**	**L2**	**CO2**
	b.	Discuss Engagement Analysis with all the metrics and indicators.	**10 Marks**	**L3**	**CO2**
15.	**a.**	Explain Sentiment Analysis with its various types.	**10 Marks**	**L3**	**CO3**
	b.	Discuss Tools and Libraries for Sentiment Analysis	**5 Marks**	**L2**	**CO3**
	c.	Explain Trend Validation analysis from social data	**5 Marks**	**L2**	**CO3**
		Or			
16.	**a.**	Explain Trend Identification Techniques.	**10 Marks**	**L2**	**CO3**
	b.	Explain preprocessing steps for social media text.	**5 Marks**	**L2**	**CO3**
	c.	Compare trend analysis and opinion mining.	**5 Marks**	**L2**	**CO3**
17.	**a.**	Explain content optimization using analytics.	**10 Marks**	**L2**	**CO4**
	b.	Design a complete usability testing plan for evaluating a mobile application using Lab Usability Testing.	**10 Marks**	**L4**	**CO4**
		Or			
18.	**a.**	Evaluate the role of NLP techniques and supervised machine-learning models in deriving insights from user-generated content. Discuss their applications in sentiment analysis, topic modeling, and predictions.	**10 Marks**	**L3**	**CO4**
	b.	Explain SEO audit and apply it to analyze a poorly ranking website.	**10 Marks**	**L4**	**CO4**