

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III -2022

Course Code : BBB3022

Course Name : Application of Business Analytics

Program : BBA

Date : 05-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. List the documentaries related to business analytics
(CO1) [Knowledge]
2. List some beneficial practices for creating effective visualizations
(CO2) [Knowledge]
3. Define descriptive analytics with a suitable example
(CO3) [Knowledge]
4. State the term predictive analytics with a suitable example
(CO4) [Knowledge]
5. Define prescriptive analytics with a suitable example
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Explain applications of the data to optimize the business operations in Amazon company
(CO1) [Comprehension]
7. Explain the major impact and challenges of data visualization with a suitable example
(CO2) [Comprehension]
8. Describe the benefits of utilizing descriptive analytics with metadata in the context of social media marketing. Furthermore, how descriptive analytics can help in the identification of trends and patterns in social media data?
(CO3) [Comprehension]

9. Differentiate between Linear and Multilinear regression with a suitable illustration. (CO4) [Comprehension]
10. Compare and contrast prescriptive and predictive analytics for data-driven decision-making in the firms with a suitable example (CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Interpret and develop the data story using Walmart sales promotional data analysis

Regression Statistics

Multiple R	0.94721203
R Square	0.89721064
Adjusted R Square	0.89563733
Standard Error	1.68551037
Observations	200

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	3	4860.32349	1620.10783	570.270704	1.5752E-96
Residual	196	556.825263	2.84094522		
Total	199	5417.14875			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.93888937	0.31190824	9.42228844	1.2673E-17	2.32376228	3.55401646	2.32376228	3.55401646
TV	0.04576465	0.0013949	32.8086244	1.51E-81	0.04301371	0.04851558	0.04301371	0.04851558
radio	0.18853002	0.00861123	21.8934961	1.5053E-54	0.17154745	0.20551259	0.17154745	0.20551259
news paper	-0.0010375	0.00587101	-0.1767146	0.85991505	-0.012616	0.01054097	-0.012616	0.01054097

(CO4) [Application]

12. Assume you work for an Airtel firm that has received feedback concerning a drop in customer satisfaction over the last quarter. In this scenario,
1. How can descriptive analytics aid in understanding customer satisfaction and retention? Interpret it.
 2. Demonstrate suitable recommendations for improving customer satisfaction in the Airtel company.

(CO3) [Application]