

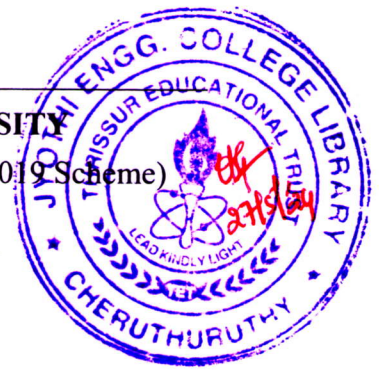
Reg No.: _____

Name: _____

0400ADT402052401

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Eighth Semester B.Tech Degree (R, S) Examination May 2024 (2019 Scheme)



Course Code: ADT402

Course Name: BUSINESS ANALYTICS

Max. Marks: 100

Duration: 3 Hours

PART A

Answer all questions, each carries 3 marks.

Marks

- | | | |
|----|--|-----|
| 1 | Explain the evolution of Business Analytics. | (3) |
| 2 | What are the 5 V's of Business Analytics? | (3) |
| 3 | Compute the mean and standard deviation of the sampling distribution of the sample mean when you plan to take an SRS of size 64 from a population with a mean of 44 and a standard deviation of 16 | (3) |
| 4 | Define Skewness and Measures of Symmetry. | (3) |
| 5 | How to create an extract and apply extract filters in Tableau? | (3) |
| 6 | Detail the various data types in Tableau. | (3) |
| 7 | What is A/B Testing? | (3) |
| 8 | How to mine text from opinion platforms? | (3) |
| 9 | State and explain the working of DBSCAN Algorithm | (3) |
| 10 | What is Segmentation Analysis? Explain its role in BA. | (3) |

PART B

Answer any one full question from each module, each carries 14 marks.

Module I

- | | | |
|----|--|-----|
| 11 | a) List out the applications of Business Analytics | (6) |
| | b) What is a Decision Model? Explain types of decision models with suitable examples/case studies. | (8) |

OR

- | | | |
|----|---|-----|
| 12 | a) How are outliers detected and diagnosed in Business Analytics? | (8) |
| | b) Write a note on Data Cleaning. | (6) |

Module II

- | | | |
|----|--|-----|
| 13 | a) The accuracy of taking orders at drive-thru windows is important for a fast-food chain business. Just imagine if the accuracy of taking orders in a fast food restaurant A is approximately 80%. Suppose there are three customers taking orders by drive-thru, | (7) |
|----|--|-----|

what is the probability that two of the three customers' orders will be taken correctly by the fast-food restaurant A

- b) Explain the sampling methods used in Business Analytics. Also, state how sampling estimation can aid in the Business Analytics process (7)

OR

- 14 a) Suppose the mean length of time between the submission of a state tax return requesting a refund and the issuance of the refund is 47 days, with a standard deviation of 6 days. Find the probability that in a sample 50 of returns requesting a refund, the mean such time will be more than 50 days. (7)
- b) Illustrate the models and techniques for time series analysis. (7)

Module III

- 15 a) Explain Data Joining and Data Blending in Tableau. (7)
- b) Explain how Sort and Filter Operations are done in Tableau. (7)

OR

- 16 a) Describe various types of visualization charts and how to export them. (7)
- b) Explain how forecasting is created in Tableau and how to format it. (7)

Module IV

- 17 a) Explain Monte Carlo Simulation. How Does Monte Carlo Simulation Work? (7)
- b) How are social media and user-generated content connected to branding? (7)

OR

- 18 a) What is Sentimental Analysis? How to decode customer sentiments from intents? (7)
- b) Click Stream Data Analysis – A Powerful Tool for your Business. Justify (7)

Module V

- 19 a) Difference between Hierarchical and Agglomerative clustering. (7)
- b) Explain Break Even Analysis in BA with suitable examples. (7)

OR

- 20 a) How to build and Analyse Spreadsheet Models? Explain (7)
- b) Using K Means Solve (7)

A1	A2	A3	B1	B2	B3	C1	C2	C3
2	2	8	5	7	6	1	4	4
10	5	4	8	5	4	2	9	9
