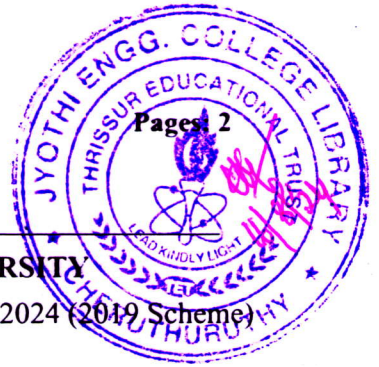


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Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Eighth Semester B.Tech Degree Supplementary Examination August 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  | State how Business Analytics play a key role in today's world.    | (3) |
| 2  | Compare the types of business analytics.                          | (3) |
| 3  | How smoothing techniques are used in forecasting?                 | (3) |
| 4  | How data is collected and analysed in forecasting?                | (3) |
| 5  | How to visualize the data in tableau?                             | (3) |
| 6  | How is joining and blending of data done in Tableau?              | (3) |
| 7  | How rule-based approach plays a role in Sentimental analysis?     | (3) |
| 8  | How to decode customer sentiments from comments?                  | (3) |
| 9  | Explain Factor Analysis.  | (3) |
| 10 | What is a Decision tree and how is it used in business analytics? | (3) |

**PART B**

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

**Module I**

- |    |  |     |
|----|--|-----|
| 11 | a) Explain how portfolio stress testing is done in Business Analytics.       | (7) |
|    | b) What is Data Cleaning? Explain the different techniques in data cleaning. | (7) |

**OR**

- |    |   |     |
|----|---|-----|
| 12 | a) What are the different types of data for Business Analytics? Explain each with examples. | (7) |
|    | b) Discuss the Analytics Tools – licensed vs open source.                                   | (7) |

**Module II**

- |    |   |     |
|----|---|-----|
| 13 | a) Discuss the different measures of central tendency.          | (7) |
|    | b) Discuss the use and role of probability distributions in BA. | (7) |

**OR**

- |    |   |     |
|----|---|-----|
| 14 | a) Most graduate schools of business require applicants for admission to take the Graduate Management Admission Council's GMAT examination. Scores on | (7) |
|----|---|-----|

the GMAT are roughly normally distributed with a mean of 527 and a standard deviation of 112. What is the probability of an individual scoring above 500 on the GMAT?

- b) Illustrate the models and techniques for time series analysis. (7)

**Module III**

- 15 a) Describe various types of visualization charts and how to export them. (7)  
 b) Explain the various sorting mechanisms in tableau. (7)

**OR**

- 16 a) Explain different types of operators in tableau with operator precedence. (7)  
 b) How to create a Gantt chart and Histogram in tableau? (7)

**Module IV**

- 17 a) Clickstream Data Analysis - A Powerful Tool for Your Business, Justify. (7)  
 b) Analyse Anonymous and registered user's analysis. (7)

**OR**

- 18 a) Explain any eight issues in Page Tagging for Web Analytics and state the measures to resolve (7)  
 b) How to decode customer sentiments from comments? (7)

**Module V**

- 19 a) How to Improve Project Management Using What-if Scenario Analysis? (7)  
 b) Given the dataset (a, b, c, d, e) and the following distance matrix, construct a dendrogram by complete linkage hierarchical clustering using agglomerative clustering? (7)

	1	2	3	4	5
1	0				
2	9	0			
3	3	7	0		
4	6	5	9	0	
5	11	10	2	8	0

**OR**

- 20 a) Using K-Means clustering solve (7)

Height	185	170	168	179	182	188	180	180	183	180	180
Weight	72	56	60	68	72	77	71	70	84	88	67

- b) Explain the role of Segmentation Analysis in Business analytics. (7)

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