JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
T1 EXAMINATION
B. Tech. VII Semester (All Branches), September 2018

Course Code: 17B1WHS733
Course Name: Business Analytics
Course Credit: Three

Max Time: 1 Hr

Max Marks: 15

Note: Answer all questions. Carrying of mobile phone in the examination hall will be treated as a case of unfair means. Make suitable assumptions, if necessary.

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1. "Analytics converts data into useful information". Discuss. (CO1) (2)

2. What do you understand by "Spreadsheet Modeling and how is it better than Graphical Modeling? (CO2) (3)

3. "According to a study, about 80% of the business analytics model fails at the time of deployment". Discuss the statement while highlighting the major reasons for failure of BA models. (CO4) (3)

4. Given below is the dataset containing data of one thousand customers of a shopping mall. (CO3) (1+2+4=7)
   a) Identify different types of variables.
   b) Mention the characteristics of all the variables shown.
   c) Discuss different tools required to analyze different kinds of variables.

Customer	Birthdate	Age	Region	Credit Card User	Income	Purchases	Amount Spent
1	10/26/44	73	East	0	62900	4	2080
2	01/01/32	67	West	1	23300	0	1450
3	08/17/73	25	East	1	48700	8	3990
4	08/02/47	51	West	1	137600	2	920
5	10/03/48	50	East	0	101400	2	1000
6	03/24/60	39	East	0	139700	1	550
7	12/02/43	55	South	1	50900	3	1400
8	11/08/74	24	South	1	50500	0	2531
9	09/28/67	31	North	0	151400	2	910
10	07/05/65	33	West	0	88300	2	1080
11	11/13/64	34	North	0	120300	3	1390
12	03/21/34	65	East	0	25800	1	560
13	12/29/60	38	West	0	65500	1	410