

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- Sept 2017

B.Tech VII Semester, All Branches

COURSE CODE: 17B1WHS733

MAX. MARKS:15

COURSE NAME: BUSINESS ANALYTICS

COURSE CREDITS: 3

MAX. TIME: One Hr

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. Make suitable assumptions, if necessary.

1. How do you differentiate between analytics and business analytics? Discuss at least two examples where business analytics can be practiced. (3)
2. What is a business analytics model? Discuss different steps of deploying a business analytics model in an organization. (2)
3. Following is the data set of 1000 employees of a bank. (1+3+2+2=8)

Emp	Education	Grade	Exp(Years)	Age (Years)	Gender	PC Job	Salary (Rs)
1	3	1	3	26	Male	Yes	32,000
2	1	3	14	38	Female	Yes	39,100
3	1	3	12	35	Female	No	33,200
4	2	2	8	40	Female	No	30,600
5	3	1	3	28	Male	No	29,000
6	3	1	3	24	Female	Yes	30,500
7	3	1	4	27	Female	No	30,000

where Education = 1,2 and 3 represents certificate course, graduate and post-graduate respectively.

Grade = 1,2 and 3 represents less than five years of working, five to ten years of working and

more than ten years of working.

PC Job = whether working with PC

Answer the following questions:

- a) What are the different types of variables? (Discuss all the variables shown)
- b) If you've been told to summarize the data, how will you do it? (Show the result using hypothetical, but logical, figures)
- c) If we want to replace 1,2,3 in the field of Education by certificate course, graduate and post-graduate respectively, how can it be done? (Discuss the function and its output)
- d) If we want to summarize the data regarding Gender and PC Job by 2x2 matrix, how can we do that?

HS-1, BT

P.T.O.

4. Comment on the salary distribution of male and female given in the following diagram: (2)

