JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -1 EXAMINATIONS-2022
B.Tech-VI Semester (All Branches)

COURSE CODE: 18B1WHS632   **MAX. MARKS: 15**

COURSE NAME: BUSINESS ANALYTICS

COURSE CREDITS: 03   **MAX. TIME: 1 Hour**

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

1. "Analytics is more than just analytical methodologies or techniques used in logical analysis". Discuss.   **[4] (CO1)**

2. Briefly discuss the three different types of analytics along with the mathematical/statistical models primarily used in them.   **[3] (CO2)**

3. "In Business Analytics - Models complement decision makers' intuition and often provide insights that intuition cannot". Discuss.   **[3] (CO1)**

4. Following is a snapshot of a database containing opinion of 1000 people of a particular society.   **[3+2=5] (CO2)**

Person	Age	Gender	State	Children	Salary	Opinion
1	Middle-aged	Male	Texas	2	₹63,017	Strongly agree
2	Middle-aged	Male	Virginia	3	₹100,302	Strongly disagree
3	Middle-aged	Male	California	0	₹144,043	Strongly agree
4	Young	Male	California	0	₹36,025	Agree
5	Middle-aged	Female	Texas	0	₹97,543	Neutral
6	Middle-aged	Female	California	3	₹69,222	Disagree
7	Middle-aged	Male	Michigan	2	₹81,799	Disagree
8	Middle-aged	Male	Texas	1	₹101,894	Agree
9	Middle-aged	Female	Virginia	0	₹83,843	Strongly disagree
10	Middle-aged	Female	Illinois	3	₹87,457	Agree

a) Identify different types of variables used in the above dataset.

b) Can we use Dummy Variable also in the given dataset? If yes, then how?