I Semester M.Com. (FA) Examination, May 2024
(CBCS) (2020-21 and Onwards)
FINANCIAL ANALYSIS
Paper – 1.4 : Business Analytics

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks :(7×2=14)

1. a) What is business analytics ?

   b) Which are the areas in which business analytics is applied ?

   c) What is qualitative analysis ?

   d) What is text mining ? Give an example.

   e) What is Binomial Distribution ?

   f) What is association rule in business analytics ?

   g) What is data mining ? Give an example.

   h) What is ANN ?

   i) What do you mean by cluster in business analytics ?

   j) What is Natural Language processing ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks :   (4×5=20)

2. What is the missing data in business analytics ? Explain.

3. Explain operational analytics with example.

4. Explain how cash flow analytics will benefit in business.

5. What are the advantages and disadvantages of data modeling ? Highlight.

6. What is frequency distribution ? Explain.

7. What is ensemble modeling ? Give an example.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks :

(2×12=24)

8. What is people analytics and workforce analytics ? Explain in detail.

9. Elucidate Data Preparation steps in business analytics.

10. Explain the basic graphical display of data in business analytics.

11. Explain the Random Forest Technique in business analytics and its applications.

SECTION – D

Answer the following question : **(1×12=12)**

12. Dallas Cowboys Score Big with Tableau and Teknion Founded in 1960. The Dallas Cowboys are a professional American football team headquartered in Irving, Texas. The team has a large national following, which is perhaps best represented by their NFL record for number of consecutive games at sold-out stadiums. Challenge Bill Priakos, COO of the Dallas Cowboys Merchandising Division and his team needed more visibility into their data so they could run it more profitably. Microsoft was selected as the baseline platform for this upgrade as well as a number of other sales, logistics and ecommerce applications. The Cowboys expected that this new information architecture would provide the needed analytics and reporting. Unfortunately, this was not the case and the search began for a robust dashboarding, analytics and reporting tool to fill this gap. Solution and Results Tableau and Teknion together provided real-time reporting and dashboard capabilities that exceeded the Cowboys' requirements. Systematically and methodically the Teknion team worked side by side with data owners and data users within the Dallas Cowboys to deliver all required functionality, on time and under budget. "Early in the process, we were able to get a clear understanding of what it would take to run a more profitable operation for the Cowboys," said Teknion Vice President Bill Luisi.

"This process step is a key step in Teknion's approach with any client and it always pays huge dividends as the implementation plan progresses." Added Luisi, "Of course, Tableau worked very closely with us and the Cowboys during the entire project. Together, we made sure that the Cowboys could achieve their reporting and analytical goals in record time." Now, for the first time, the Dallas Cowboys are able to monitor their complete merchandising activities from manufacture to end customer and see not only what is happening across the life cycle, but drill down even further into why it is happening. Today, this BI solution is used to report and analyze the business activities of the Merchandising Division, which is responsible for all of the Dallas Cowboys' brand sales. Industry estimates say that the Cowboys generate 20 percent of all NFL merchandise sales, which reflects the fact that they are the most recognized sports franchise in the world. According to Eric Lai, a Computer World reporter, Tony Romo and the rest of the Dallas Cowboys may have been only average on the football field in the last few years, but off the field, especially in the merchandising arena, they remain America's team.

Questions :

1) How did the Dallas Cowboys use information visualization ?

2) What were the challenges, the proposed solution and the obtained results ?

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