7th A

(1)

Dipanshu Modi
INT17I5055
Business analytics

MSE-I

(1) (a) What are the best ways to engage the customer with social media? What are the best social media ~~engage~~ management tools

(b) What is the most effective business analytics data driven decision making system? Describe with flow diagram

(2) (a) Illustrate several variation are used to calculate ROI in social media marketing

(b) Ordinal scale data type is important to understand data with respect to scale of measurement, Justify?

(3) (a) With a neat diagram, describe components of BA

(b) Distinguish b/w OLTP & OLAP with an example for each

(1)(a) The Best ways to engage the customers with social media are :

(1) Potential reach in wider audience which creates viral impact in very short duration

(2) Social media is important for marketing products and services

(3) Relationship Between social media & Box office collection

(4) It is way cheaper than conventional media

Few best social media management tools are :

(a) Buffer

(b) Sendible

(c) Zoho

(d) Later

① (b) (3)

The most effective BA - data driven decision making system / process uses the following steps:-

(1) Identify the problem or opportunity for value creation

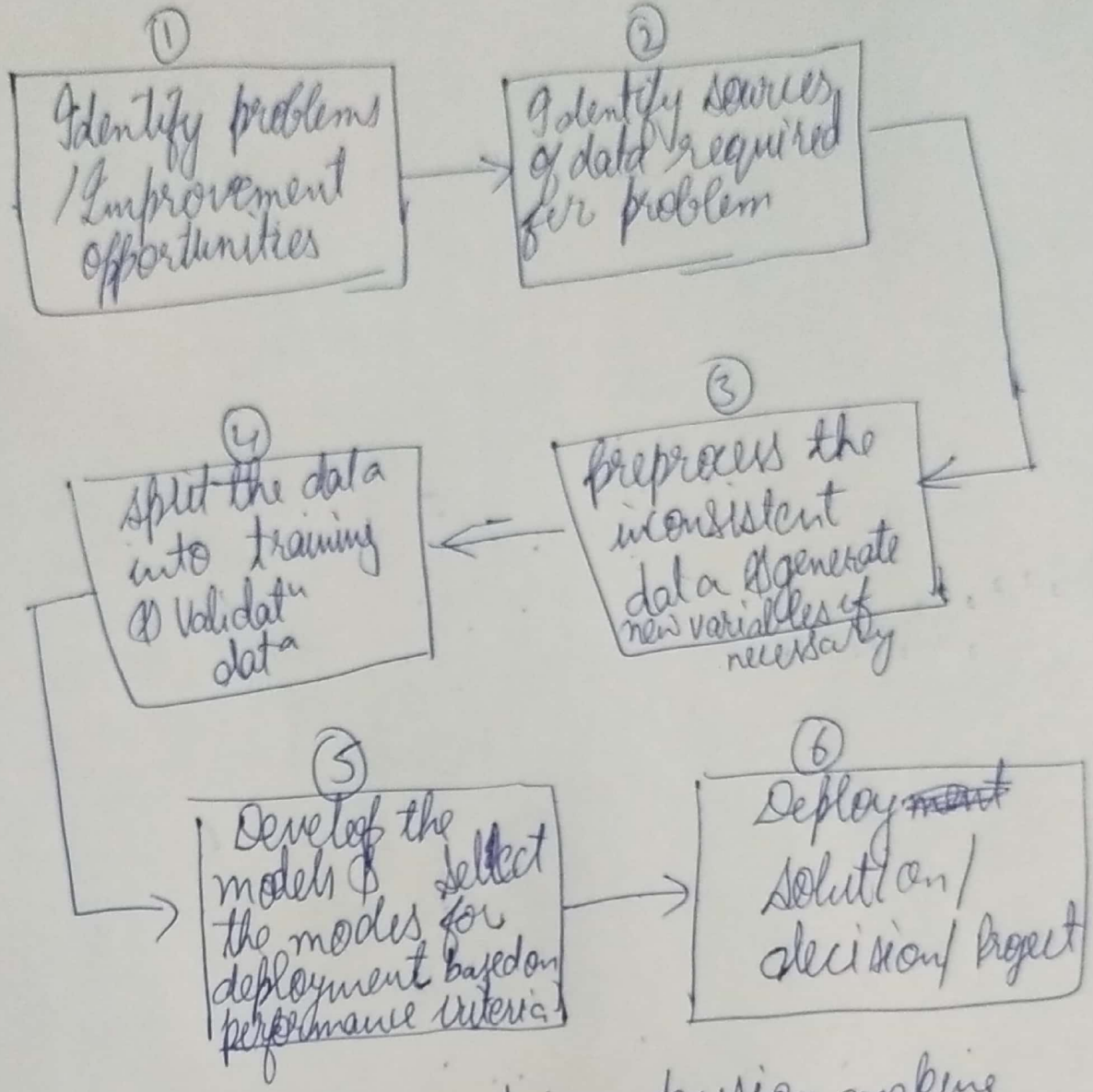
(2) Identify sources of data (primary as well secondary data sources).

(3) Preprocessing the data for issues such as missing or incorrect data (Redundancy) Generate derived variables and transform the data if necessary. Prepare the data for analytics modelling.

(4) Divide datasets into subsets training & Validation datasets

(5) Build analytical models and identify the best model(s) using model performance in validation data

(6) Implement solution or decisions & develop product



B-A Data driven decision making flow diagram

(3)(a) Components of B.A are 1/1

(1) Business Content → Targets Business related features & predictions such as smart basket features.

(2) Technology → It consists of Data storage (structured or unstructured), data preparation, Data Analysis, data share

(3) Data science → It consists of statistics & operation research & Techniques, ML, DL, Data Mining, Identifying appropriate ML ~~algorithm~~ Algorithm & classification problems.

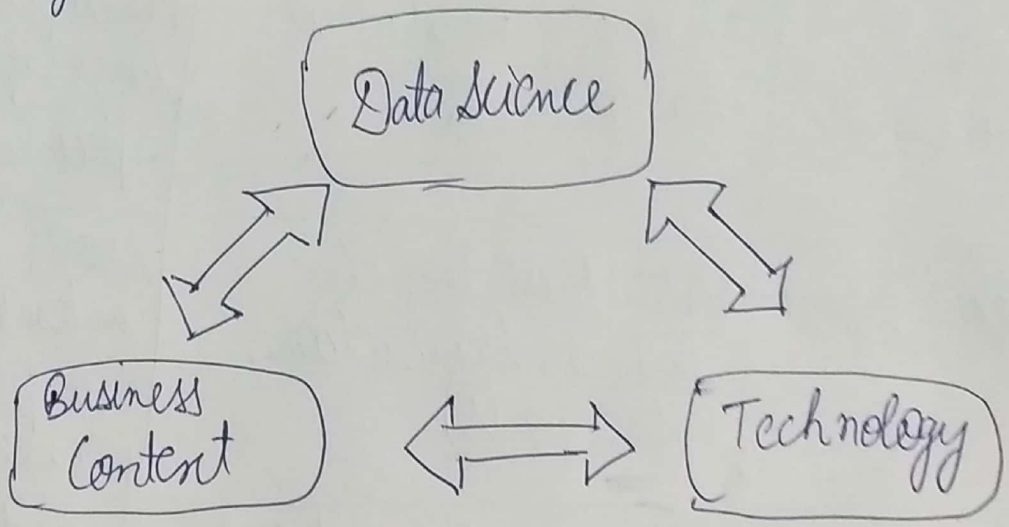


Diagram of Interaction b/w Components of B.A

(3) (b) Distinguish b/w OLTP & OLAP

Criteria	OLTP	OLAP
(1) Purpose	To carry out day to day business functions	To support decision making and provide answers to business and management queries
(2) Reporting	Routine, periodic, narrowly focused reports	Ad hoc, multidimensional, broadly focused reports and queries
(3) Resource Requirements	Ordinary Relational databases	Multiprocessor, large capacity, specialized db.
(4) Execut^{n} speed	fast (Recording of business transactions & reports)	Slow (Resource intensive, complex, large scale queries)
(5) Data Source	Transaction database (normalized data Repository)	Data warehouses or data mart (Non normalized data Repository)