**FINAL EXAM QUESTIONS 2020**

**Theory** **- 20 questions**

**Week 1 Questions**

**Q1.** If the explained sum of squares is 35 and the total sum of squares is 49, what is the residual sum of squares?

1. 10
2. **14**
3. 12
4. 18

**Solution**: B

**Explanation**: Total Sum of Squares = Explained Sum of Squares + Residual Sum of Squares

SST = SSE + SSR

SSR = SST – SSE = 49 – 35 = 14

**Week 2 Questions**

**Q2.** Consider a regression model predicting the amount someone has spent (on some arbitrary product) based on their salary and age. To improve the model we have created an interaction variable between Salary and Age. Assume salary given in dollars, and age in years.

b0 = 500

b1 = 0.35

b2 = 0.12

b3=0.21

AmountSpent = b0 + b1Salary + b2Age + b3SalaryAge

How much more will a 30-year old person with a salary of $20,000 spend than a person who is 2 years older and earns $5000 less than him/her?

a)17500

b)33249.54

c)26949.76

d)26950.24

Solution: (c) Week2 Lesson 4

DifInAmountSpent = b1 \* (Dif in Salary) + b2\*(Dif in Age) + b3\* (Dif in (Salary\*Age))

DifInAmountSpent = 0.35\*(5000) +0.12\*(-2) + 0.21 \* (120,000) = 26949.76

**Week 3 Questions**

**Q3** Given the independent variable X and dependent variable Y, we regress Y on log(X) and get the following formula: Y = \* log(X) + where and are the estimated coefficient and intercept respectively from OLS regression. How should we interpret it?

A. As X increases by 1 unit, Y increases by units

B. As X increases by 1%, Y increases by 0.01 units

C. As X increases by 1 unit, Y increases by 100()%

D. As X increases by 1%, Y increases by 100()%

Answer: B

As X increases by 1%, log(X) becomes log(X) + 0.01 and y\_new = \*(log(X) + 0.01) + = y\_old + 0.01

Refer to Week 3 TA session notes

**Week 4 Questions**

**Q4** Select the option from below which is **TRUE** regarding the False Positive Rate:

A). A model with high Specificity will have a high False Positive Rate.

B). A model with high Specificity will have a low False Positive Rate.

C). The False Positive Rate of a model is not dependent on the number of True Negatives

D). The False Positive Rate is given by the formula: False Positive / (True Negatives + True Positives)

Answer: Option B.

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Lesson Slide: Page 26

False Positive Rate = 1 - Specificity

**Week 5 Questions**

**Q5** What is the orthogonality assumption in OLS, taking Y = a + bX as the model, and error term is e?

(A) Correlation(X, X) = 0

(B) Correlation(X, e) = 0

(C) Correlation(e, X) = 1

(D) None of the above

Ans: (B)

The orthogonality assumption in OLS is that the error terms and predictors are not related at all.

(Week 5, Lesson 2)

**Week 7 Questions**

**Q6** A speculative fund manager wants to take advantage of a mispricing in the market, where he sees a **XYZ** stock trading at $98.00 five minutes before the closing bell and decides to buy the stock. However, his order cannot be placed in time and the market closes with the **XYZ** stock price at $98.00. The next day once the market opens, he sees the best bid and offer prices of the stock **XYZ** (in $) as follows:



What is the delay cost per share (in basis points) he will incur if he places a market order immediately? (rounded to the closest integer)?

a) 102 bps

b) 153 bps

c) 51 bps

d) There is no delay cost and the order will get executed at $98

**Solution:** b)

If the speculator wants to buy a stock on a market order, it’ll be executed in the ask price, which is $99.50. Hence, delay cost of (99.50-98) = $1.50. Basis points = (1.5/98) \*10^4 = 153.06 bps

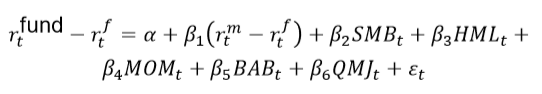
**Q7** Marty had purchased the stock of ABC at $120 last year as ABC had announced a promising new product. The current stock price of ABC is at $110 and after the latest quarterly results the outlook for the stock Is not very good as the new product has failed to generate the expected sales and the stock price is expected to fall to lower levels. Marty is not willing to sell the stock as: 1) he does not want to book a loss and 2) in spite of the poor sales report he still believes his initial research cannot go wrong and the price will increase. Which behavioural biases is Marty exhibiting?

a)     Anchoring and Recency effect  
b)    Recency effect and Anchoring  
c)     Loss Aversion and Overconfidence  
d)    Loss Aversion and Recency effect

**Solution**:  
c) Loss aversion and Overconfidence – As Marty does not want to sell on a loss even when the future prospects for the stock don’t look good, he is showing Loss aversion bias. As he is overconfident of his initial research, he exhibits Overconfidence bias

**Week 8 Questions**

**Q8** Which of the following statement is correct regarding the “factor regression”?



1. The coefficients on Mkt-rf; SMB; HML; MOM; BAB; and QMJ tell us about exposure to the different factors
2. A positive coefficient on MOM indicates that the fund is tilted toward low momentum stocks
3. A positive and significant intercept term indicates that the fund manager has underperformed
4. All of the above

Solution A: (Week 8 Lesson 2)

**Q9** Which of the following is a factor in the Fama-French 3 factor model?

A. Value

B. Inflation

C. Momentum

D. Carry trade

Answer: A) Fama-French 3 factor model includes market, size, value

**Week 9 Questions**

**Q10** Let us consider that in a small town, there are 100 households that possess a TV. Out of the 70 households that use the TV, 50 are viewing a particular channel. The HUT, Rating and Share (for the particular channel) are respectively?

a. 50/100, 50/70, 70/100  
b. 20/70, 20/50, 20/100  
c. 70/100, 50/70, 50/100  
d. 70/100, 50/100, 50/70

Answer: D. (Week 10 Lesson 3)  
HUT = (Households using TV) / (Total TV Households)  
Rating = (Households viewing the channel) / (Total TV Households)  
Share = (Households viewing the channel) / (Households using TV)

**Week 10 Questions**

**Q11** According to social media marketing materials, which of the following is **not** a way to establish a strategic presence?

A. Identify engaging content

B. Identify social media usage history of each user

C. Identify key participants and influencers

D. Identify methods to engage in dialogue

Answer: B

**Week 11 Questions**

**Q12** When you create an ad, what’s the order of the steps that you should go through:

(1) Select a Target Audience

(2) Decide on an Objective

(3) Upload the Creative of the ad

A. (1)(2)(3)

B. (2)(1)(3)

C. (2)(3)(1)

D. (3)(1)(2)

Answer: B) Refer to Week 11 Lesson 5

**Q13**. There are various types of reports in Google Analytics, one of them shows us how people engaged with our website, including which pages they viewed, their landing and exit pages. What is this report?

A. Acquisition Report  
B. Conversion Report  
C. Behaviour Report  
D. Audience Report

Answer: C) Refer to Week 11 Lesson 2

**Week 12 Questions**

**Use the following for Questions 14-15**: The new-accounts officer at the Buzz Bank enrolls all new customers in checking accounts. During the 3-week period in August encompassing the beginning of the new school year at Georgia Tech, the bank opens many new accounts for students. The bank estimates the arrival during this period will be Poisson distributed with an average of four students per hour. The service time is exponentially distributed with an average of 12 minutes per student to setup a new checking account. The bank manager does not want a customer to wait in the queue more than 50 minutes. The bank wants to determine the operating characteristics for the system and determine if the current officer is enough to handle the increased traffic.

**Q14.** What is the average number of students waiting in line?

A. 2.2

B. 3.2

C. 2.4

D. 4.4

Answer: B

Explanation: Lq = λ2 / µ(µ-λ) = 42 / 5(5-4) = 3.2 **(Week 12 Lesson 5)**

**Q15.** What is the average time a student waits in the line? Is 1 officer enough for this demand?

A. Yes, average time in the line is 48 mins  
B. No, average time in the line is 52 mins  
C. Yes, average time in the line is 40 mins  
D. No, average time in the line is 55 mins

Answer: A  
Explanation: Wq = λ / µ(µ-λ) = 4/5 hours = 48 mins. As it is less than the time ( 50 mins ) the manager wants 1 officer is enough for the demand.  (Week 12 Lesson 5)

**Week 13 Questions**

**Q16** Food served at a restaurant should be between 38°C and 49°C when it is delivered to the customer. The process used to keep the food at the correct temperature has a standard deviation of 2°C and the mean value for these temperature is 40°C. According to process capability index (Cpk), is this process capable of meeting the requirements?

a. Yes, Cpk is 3.333

b. Yes, Cpk is 4

c. No, Cpk is 0.3333

d. No, Cpk is 0.4

**Answer**: C

**Explanation**:

Cpk = Minimum of [{(upper specification-/3s}, {-lower specification)/3s}]

Cpk = Minimum of [{(49 – 40)/ (3\*2)}, {(40 – 38)/ (3\*2)}] = 0.3333

Cpk = Minimum of [{1.5}, {0.3333}] = 0.3333

Process is not capable because Cpk<1

**Q17** Consider a steel rod cutting process. A critical dimension is the rod length. David has taken 4 rods per day for the past 10 days and measured them. The data from his samples are given in the table below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sample Number | Rod lengths (mm) | | | |
| (i) | (ii) | (iii) | (iv) |
| 1 | 144 | 146 | 154 | 146 |
| 2 | 151 | 150 | 134 | 153 |
| 3 | 145 | 139 | 143 | 152 |
| 4 | 154 | 146 | 152 | 148 |
| 5 | 157 | 153 | 155 | 157 |
| 6 | 157 | 150 | 145 | 147 |
| 7 | 149 | 144 | 137 | 155 |
| 8 | 141 | 147 | 149 | 155 |
| 9 | 158 | 150 | 149 | 156 |
| 10 | 145 | 148 | 152 | 154 |

What are the upper and lower control limits for the R chart? (Given D4 = 2.282, D3 = 0)

a. UCLr = 25.4845 mm, LCLr = 0.00 mm

b. UCLr = 24.7687 mm, LCLr = 1.32 mm

c. UCLr = 27.8445 mm, LCLr = 0.67 mm

d. UCLr = 26.4712 mm, LCLr = 0.00 mm

**Answer**: D

(average of all ranges)

UCLr = D4 \*

UCLr = 2.282 \* 11.6

UCLr = 26.4712

LCLr = D3 \*

LCLr = 0 \* 11.6

LCLr = 0

**Week 14 Questions**

**Use the following for Questions 18-20:**

Bobby Dodd works at Football Inc., a seller of high-quality footballs. He is interested in forecasting demand for his footballs that are sold weekly to Ga Tech using exponential smoothing. Assume an initial forecast of 175 and the demand data below:

|  |  |  |
| --- | --- | --- |
| Week | Demand | Forecast |
| 1 | 180 | 175 |
| 2 | 168 |  |
| 3 | 159 |  |
| 4 | 175 |  |

**Q18** Using Exponential Smoothing and α = 0.7, forecast how many footballs need to be produced for week 4?

1. 178.5
2. 167.51
3. 162.65
4. 175.35

Ans: (C) Using the formula

for forecasting, we get the following table

|  |  |  |
| --- | --- | --- |
| Week | Demand | Forecast |
| 1 | 180 | 175 |
| 2 | 168 | 178.5 |
| 3 | 159 | 171.15 |
| 4 | 175 | **162.645** |

 (Week 14, Lesson 2)

**Q19** Using Exponential Smoothing and α = 0.3, forecast how many footballs need to be produced for week 4?

(A) 178.53

(B) 169.47

(C) 167.51

(D) 162.65

Ans: (B)Using the formula for forecasting,

we get the following table

|  |  |  |
| --- | --- | --- |
| Week | Demand | Forecast |
| 1 | 180 | 175 |
| 2 | 168 | 176.5 |
| 3 | 159 | 173.95 |
| 4 | 175 | **169.465** |
|  |  |  |

 (Week 14, Lesson 2)

**Q20**  Using Mean Absolute Deviation (MAD) as your sole evaluation measurement, which model would you pick and why?

1. Pick α = 0.3 model. It has a lower MAD
2. Pick α = 0.3 model. It has a higher MAD
3. Pick α = 0.7 model. It has a lower MAD
4. Pick α = 0.7 model. It has a higher MAD

Ans: (A) Calculating the absolute value of deviations and their mean:

|  |  |  |
| --- | --- | --- |
| **Alpha** | **0.7** | **0.3** |
| **Abs deviations** | 5 | 5 |
|  | 10.5 | 8.5 |
|  | 12.15 | 14.95 |
|  | 12.355 | 5.535 |
| **MAD** | **10.00125** | **8.49625** |

We can observe the second model has lower MAD (Week 14, Lesson 5).

**Coding** **- 20 questions**

**Week 2 Questions**

**Q1** Please use the data set ‘direct\_marketing.csv’ to answer the following question.

We are interested in the effects of categorical variable ‘Gender’ and numerical variable ‘Salary’ on ‘AmountSpent’. After running the linear regression of ‘AmountSpent’ on ‘Gender’ and ‘Salary’, which of the following is correct?

1. The intercept is significant on 95% confidence level
2. Male customers spend less than female customers
3. The ‘Salary’ effect is not significant on 95% confidence level
4. For one certain customer, higher salary generally means higher amount spent

Answer: D.

The code:

According to the output, the intercept is not significant on 95% confidence level, answer A is incorrect. GenderMale’s coefficient is positive, answer B is incorrect. The ‘Salary’ effect is significant on 95% confidence level, answer C is incorrect. For one specific customer, since Salary’s coefficient is positive, higher salary means higher amount spent.A screenshot of a cell phone

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**Q2.** Convert the Married column into a dummy variable with ‘Married’ being 1 and ‘Single’ being 0. Now create another model for AmountSpent regressed against Gender, Salary and Married.

Based off your model, much more (or less) would a married person spend than a single person? (Assume arbitrary units)

1. 1.577
2. 0.36
3. -2.356
4. 3.970

Answer: (A)

The new model will have a coefficient for Married, so for married people, this coefficient is added on while for single people it is not. From our model summary we can see that the coefficient for Married is 1.577

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**Week 4 Questions**

**Instructions**

We are interested in predicting which houses have median value greater than $30,000 using the variables in the **Boston housing dataset**.

The dataset **Boston** will be loaded into the environment once the following command is run:

library(MASS)

Please run the following code in R to learn more about the variables in the dataset:

?Boston

Create a new binary variable **Result** with a value of 1 if the **medv** (median value of owner-occupied homes in $1000s) variable is greater than $30k and 0 otherwise. Create a logistic regression to model this question using all the variables in the **Boston** dataset. Please do not forget to remove the **medv** variable while building the model. Use the information from the model to answer the following two questions. Select the closest answer.

**Q3.** How should one interpret the coefficient of *rm*?

1. If *rm* increases by 1 unit, the natural log of the odds of the house median value being greater than $30,000 increases by 2.3549.
2. If *rm* increases by 1 unit, the odds of the house median value being greater than $30,000 increase by 2.021.
3. If *rm* increases by 1 unit, the odds of the house median value being greater than $30,000 increase by exp(2.854).
4. All of the above.

**Answer**: A

**Explanation:** If *rm* increases by 1 unit, the natural log of the odds of the house median value being greater than $30,000 increases by 2.3549. This is the direct interpretation of the coefficient of *rm* = 2.3549.

**Q4.** What is the Sensitivity of the model?

1. 0.650
2. 0.921
3. 0.857
4. 0.781

**Answer:** C

**Explanation:** Confusion Matrix is as follows:

pred

Result 0 1

0 412 10

1 12 72

Sensitivity = True Positives / (True Positives + False Negatives) = 72 / (72 + 12) = 0.857

**Q5.** What is the AUC (Area Under the Curve) for this model?

1. 0.8549
2. 0.73
3. 0.5523
4. 0.9167

**Answer:** D

**Explanation:** The AUC of score of the model comes out to be:

0.9167231

**Code:**

# Using Boston dataset predict which houses will have median house price 30K

# Feature engineering, Introduce a variable Result and apply value has 1 for greater than or equal to 30

# and 0 for less than that.

library(MASS)

?Boston

library(ROCR)

Boston$Result <- ifelse(Boston$medv > 30,1,0)

names(Boston)

Boston$medv <- NULL

# Apply logistic regression algorithm on Boston data set train

logis <- glm(Result ~ ., data = Boston, family = binomial)

# Answer to QUESTION 1, 2 and 3

summary(logis)

# Predict using the model built

Boston <- Boston %>% mutate(pred = predict(logis, data=Boston, type = "response")) %>% mutate(pred = ifelse(pred >= 0.5,1,0))

# Calculate confusion matrix

xtabs(~Result + pred, data = Boston)

#Calculate the AUC value

pred\_ROC <- prediction(Boston$pred,Boston$Result)

class(pred\_ROC)

auc.perf <- performance(pred\_ROC, measure = "auc")

auc.perf@y.values

**Week 7 Questions**

Use “AMZN.csv” for the following two questions.

AMZN.csv file includes daily closing price for Amazon.com, Inc from 10/22 to 11/22. The risk-free rate is 0.19%.

The formula for Sharpe Ratio is as follows:

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**Q6.** What is the Sharpe Ratio across the period 10/22/2019 to 11/22/2019 for Amazon.com? (Please use arithmetic return and omit 10/22 when you calculate Sharpe Ratio, i.e.: only 23 data points are used to calculate Sharpe Ratio)

A. 0.34

**B. -0.34**

C. 1.23

D. -1.23

(Hint: Use the PerformanceAnalytics library to solve this question)

Answer: B

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library(PerformanceAnalytics)  
# install.packages("PerformanceAnalytics")  
library(readr)  
dt <- read\_csv("C:/AMZN.csv", col\_types = cols(Date = col\_date(format = "%m/%d/%Y")))# arithmetic return  
rtn <- diff(dt$Adj\_Close)/dt$Adj\_Close[-length(dt$Adj\_Close)]  
# omit the first row  
dt <- dt[-1,]  
# add the return to the data  
dt$rtn <- rtn  
# add one column of monthly risk-free rate  
dt$rf <- 0.19/100  
# calculate the sharpe ratio using the function

row.names(dt) <- as.Date(dt$Date, format=c("%m/%d/%Y"))  
data\_edited = xts(dt[,-1], [order.by](http://order.by/) = as.POSIXct(dt$Date))

SharpeRatio(data\_edited$rtn, data\_edited$rf)

sharp #-0.342

#sharpe ratio is negative because excess-return is negative

**Q7.** Calculate the holding period return for the Amazon stock from 10/22/2019 to 11/22/2019 (include the beginning and the end dates).

1. **-1.27%**
2. -0.56%
3. -2.22%
4. +2.22%

Answer: A

Solution: (prod(dt$rtn+1)-1)

**WEEK 8 Questions**

Please use the data set UPS\_KO.csv to answer the following questions. For each column:

Date: This column represents date from 09/2014 to 08/2019.

Mkt\_RF: This column represents market premium (i.e., Market return – risk\_free rate).

SMB: This column represents size factor.

HML: This column represents value factor.

RF: This column represents risk free rate.

UPS: This column represents return of UPS.

KO: This column represents return of KO.

**Q8.** Estimate a three-factor model by regressing return in excess of the risk free rate on Mkt\_rf; SMB; and HML for both UPS and KO

The coefficient of SMB for the three factor model for KO suggests that:

A. KO is tilted towards small cap stocks

B. KO is tilted towards large cap stocks

C. KO is tilted towards value stocks

D. KO is tilted towards growth stocks

Solution: B) Week 8 Lesson 2

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**Q9.** Use excess returns of UPS and KO and run three-factor (i.e., Mkt\_RF, SMB, HML) models for both UPS and KO. Which of the following factor is statistically significant at the 0.01 significance level for both models?

1. **Market premium**
2. SMB
3. HML
4. None of above

**Q10.** Which firm(s) has statistically significant alpha (95% confidence level) according to the models from question 3?

1. UPS
2. KO
3. Both of UPS and KO
4. Neither UPS nor KO

**Answer for question 9: A**

**Answer for question 10: D**

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**Output for KO:**

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**Output for UPS:**

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**Week 11**

Please use the Facebook Ad dataset ***KAG\_conversion\_data\_wrangled.csv*** for the next set of questions. We advise to solve these questions using R (preferably using *dplyr* library wherever applicable) after reviewing the code provided for Week 11 and other resources provided for learning *dplyr* in R Learning Guide

Load the dataset as:

data <- read.csv("KAG\_conversion\_data\_wrangled.csv",stringsAsFactors = FALSE)

**Q11.** Which ad (ad\_id) has the highest cost per click?

A. 1121223

B. 1121129

C. 1121413

D. 1121229

Answer: A. 1121223

Code: data %>% filter(CPC== max(CPC)) %>% select(ad\_id)

**Q12.** What percentage of ads (ad\_id) have a cost per click (CPC) of at least $1? (>=1). NOTE: Please round the answer to 2 decimal places

A. 59.49%

B. 76.29%

C. 78.83%

D. 85.405

Answer: C 78.83%

Code: round((data %>% filter(CPC >=1 ) %>% nrow())/(data %>% nrow())\*100,2)

**Q13.**Which age group did ***Campaign 936*** (campaign\_id = 936) reach out most to according to mean number of impressions?

A. 32

B. 37

C. 42

D. 47

Answer: D 47

Code: data %>% filter(campaign\_id == 936) %>% group\_by(age) %>% summarise(Impr = mean(Impressions)) %>% arrange(desc(Impr))

**Q14.** Which ‘age’ group has highest number of total ‘impressions’ (cumulative)?

A. 32

B. 37

C. 42

D. 47

Answer: A 32

Code:

data %>%

group\_by(age) %>%

summarise(Cum\_Impressions = sum(Impressions)) %>%

arrange(desc(Cum\_Impressions))

Output:

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**Q15.** Which campaign\_id has the lowest value of the mean ‘CPC’?

A. 916

B. 936

C. 1178

ANSWER B. 936

Code:

data %>%

group\_by(campaign\_id) %>%

summarise(Mean\_CPC = mean(CPC)) %>%

arrange(Mean\_CPC)

Output:

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From Week 11: dplyr & HW3 coding questions

**Week 12**

**Use the following for Q16-17**

In the dataset “Queue”, you are given the data of the first three days of the week for a Bank of America outlet based in Downtown Atlanta. All times are in minutes.

**Q16** The arrival rate per hour on Monday is 125.71 customers/hour calculated as – numbers of customers arrived divided by the total number of hours they arrived in (880/7 = 125.71). On the basis of the above, calculate the arrival rate (in hours) on Tuesday and Wednesday.

Note: Consider total working hours on Tuesday and Wednesday as 8 hours and 7 hours respectively.

Now calculate the utilization rate on Monday, Tuesday and Wednesday using the above calculated arrival rates and the following service rates. Monday is 140 customer/hour, Tuesday is 120 customers/hour and on Wednesday is 200 customers/hour?

1. utilization Monday = 0.69, utilization Tuesday = 0.65, utilization Wednesday = 0.73
2. utilization Monday = 0.89, utilization Tuesday = 0.75, utilization Wednesday = 0.83
3. utilization Monday = 0.69, utilization Tuesday = 0.65, utilization Wednesday = 0.83
4. utilization Monday = 0.89, utilization Tuesday = 0.75, utilization Wednesday = 0.73

**Answer: (d)**

**utilization Monday = 0.89, utilization Tuesday = 0.75, utilization Wednesday = 0.73**

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**Q17** Using the queuing package in R, develop a MM1 model and generate a report of the queue characteristics **for Tuesday** using the arrival rates and service rates mentioned in the previous question. (take n = 20) Hint: Refer to the code in the “practice questions” file for week 12. What is the average number of customers in the queue and the average time a customer waits in the queue?

1. Average time = 0.025, Average number of customers = 2.25
2. Average time = 0.015, Average number of customers = 2.05
3. Average time = 0.035, Average number of customers = 3.15
4. Average time = 0.05, Average number of customers = 3.25

**Answer: (a) Average time = 0.025 hours, Average number of customers = 2.25**

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**Week 14**

**Use the following for Q18-20**

You need Daily\_Demand.csv for this and using simple exponential smoothing to forecast demand. Convert the csv to an xts object. (Make sure you only have 2 columns, Date and total while converting)

**Q18**) Model the data with alpha = 0.35 and h =5. What is the RMSE? (Hint: Use accuracy())

1. 95
2. 200
3. 35
4. 70

Ans: (a) 95

**Q19)** What is the MAE?

1. 32
2. 74
3. 124
4. 102

Ans: (b) 74

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**Q20)** Tune the value of alpha, i.e. try to minimize RMSE across different values of alpha(from 0.01 to 0.99). What value of alpha do you get and what does this imply?

1. 0.95, there is a low reaction of forecasts to the difference in the previous forecasted

and actual demand.

1. 0.95, there is a high reaction of forecasts to the difference in the previous forecasted

and actual demand.

1. 0.01, there is a high reaction of forecasts to the difference in the previous forecasted

and actual demand.

1. 0.01, there is a low reaction of forecasts to the difference in the previous forecasted

and actual demand.

Ans: (d) 0.01

Lower the alpha, it means that the forecasted demand does not depend so much on the previous forecasts and depends and lesser weight is put to them and hence there is a low reaction of forecasts.

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