

DA 331 - BIG DATA ANALYTICS : TOOLS & TECHNIQUES

LAB 4

Instructor:	Dr. Chiranjib Sur	Time:	Monday - 3:00-4:00 (5201) Tuesday - 2:00-3:00 (5201) Wednesday - 9:00-11:00 (MDSAI Lab)
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Problem 1:

Given the dataset, find the followings:

1. Which category of product has the highest view to cart conversion rate?
2. Which company has the highest view to purchase conversion rate for early morning like midnight to 6 AM?
3. Which category of product of the above company has the highest view to purchase conversion rate for early morning like midnight to 6 AM?
4. Which category of product has the highest revenue of purchase throughout?