



College of
Computer Studies

ACTIVITIES

iN

BUSANA

Business Analytics

2

ACTIVITY: BUSINESS ANALYTICS

Part IA. BUSINESS ANALYTICS AND DESCRIPTIVE STATISTICAL MEASURES

Directions: Identify where Analytics is being applied based on the given phrase or statement. Choose an answer in the box.

Pricing	Location
Customer segmentation	Social Media
Merchandising	

1. Dividing a broad consumer or business market
2. Blending business data with geographic data
3. Provide insights related to sales, inventories, customers, and other important aspects crucial for the merchant's decision-making process
4. Analyzing the profitability and optimizing business strategy for maximum revenue
5. It's about the people sharing their lives with others they know based on common interests.

Part IB. IMPACTS AND CHALLENGES OF BUSINESS ANALYTICS

Directions: Give what is asked.

1. Give at least 3 impacts of business analytics.
 - a.
 - b.
 - c.
2. Give at least 2 challenges of business analytics.
 - a.
 - b.

Part II. EXCEL

Directions: Identify the keyboard shortcuts of the following task in Excel.

1. Autosum Selected Cells
2. Open Format Cells Window
3. Select Rest of Row
4. Selecting Last Cell with Value
5. Select Entire Row and Column