

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 4549296

Date: 16-07-2022

Subject Name: Advanced Data Analytics

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1	Definitions (a) Data Analytics (b) Predictive Sales (c) Customer Life Time Value (d) Metrics (e) Cash flow Analytics (f) Segmentation (g) Any two analytics tools	14
Q.2	(a) Data Analytics is one of the crucial pillars for smooth functioning of any organization. Elaborate the significance of data analytics in businesses.	07
	(b) Write a short note on the application of analytics in different business functions.	07
OR		
	(b) Explain the big data life cycle in detail.	07
Q.3	(a) Explain any 3 application of analytics in financial processes.	07
	(b) Write a note on descriptive & predictive HR decision making.	07
OR		
Q.3	(a) Explain the following with respect to Financial sector: a) Predictive sales analytics b) Product profitability analytics	07
	(b) Write a note on steps to implement HR analytics.	07
Q.4	(a) Write a note on HRIS for HR Decision-making	07
	(b) Elaborate on the importance on marketing analytics & benefits of the same.	07
OR		
Q.4	(a) What are the ethical issues in HR analytics	07
	(b) Write a note on digital analytics with examples.	07

Q.5

CASE STUDY:

Modern self-service analytics platforms empower the ordinary business user by bringing advanced analytics tools to their desktop. The business user today does not require the help of a technical team member to discover trends and patterns, to make accurate predictions about the future, or to drive a data-driven culture in the organization. According to Rita Sallam, Research Vice President at Gartner: “Data and analytics leaders must examine the potential business impact of these trends and adjust business models and operations accordingly, or risk losing competitive advantage to those who do.”

Advanced analytics is not merely a group of data scientists and a set of high-end analytics tools. Data Science is a complete mindset, and especially now with self-service BI and analytics, vendors are trying hard to democratize the solution platforms, so that every business user — from the CEO to the customer-service agent — can reap the benefits of data-driven insights without the presence of a Data Science team.

- (a) Explain how advanced analytical platforms have changed the ways businesses operate **07**
- (b) Considering that you are a Marketing manager, how will you use the power of analytics in your organization. **07**

OR

- Q.5** (a) Explain what losses will a business face in the absence of analytics **07**
- (b) Considering that you are a Financial Head, how will you use the power of analytics in your organization.. **07**
