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| **SESSION** | **AUG-SEP’23**  |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DADS403 business analytics** |
| **CREDITS** | **4** |

**Assignment Set – 1st**

**Questions**

**1. What** **is Business Analytics? Discuss the role of Business Analytics in various Domains of Business.**

**Ans: Business Analytics:** Business Analytics (BA) is the use of data analysis tools and techniques to derive insights, support decision-making, and drive business success. It involves the exploration, interpretation, and visualization of data to uncover trends, patterns, and meaningful information that can inform strategic, tactical, and operational decisions within an Its Half solved only

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**2. Discuss any one purpose of using conjoint analysis in detail. Explain the following terms and how are they calculated:**

**1. TRP**

**2. GRP**

**Ans: Purpose of Using Conjoint Analysis:** Conjoint analysis is a market research technique used to understand how different attributes of a product or service influence consumer preferences and decision-making. One primary purpose of using conjoint analysis is to aid in product development and marketing strategy by providing insights into the features that customers value most. The method allows businesses to optimize product offerings, pricing, and marketing

**3. Discuss MDS and Perceptual Map in detail.**

**Ans: Multidimensional Scaling (MDS):** Multidimensional Scaling (MDS) is a statistical technique used in data analysis and visualization to represent the pairwise dissimilarities or similarities between a set of objects in a lower-dimensional space. The primary goal of MDS is to map the objects in a way that preserves their pairwise relationships as much as possible.

**Key Steps**

**Assignment Set – 2nd**

**Questions**

**1. What is Propensity Model? Briefly discuss different types of Propensity Models.**

**Ans: Propensity Model:** A propensity model is a statistical or machine learning model that predicts the likelihood of a certain event or behaviour occurring for an individual or entity. These models are commonly used in marketing, finance, healthcare, and other fields to identify potential customers, predict responses to marketing campaigns, assess credit risk, and more. Propensity models aim to estimate the probability of an outcome based on historical data and

**2. Briefly discuss any five Digital Marketing techniques.**

**Ans:**Digital marketing encompasses a variety of techniques and strategies to promote products or services using digital channels.

**Here are five key digital marketing techniques:**

**Search Engine Optimization (SEO):**

**Objective:**

**3. Elaborate RPA. Discuss 5 step implementation approach of RPA**

**Ans: Here are five digital marketing techniques:**

**Search Engine Optimization (SEO):**

**Objective:** Increase the visibility of a website or web page on search engine results pages (SERPs) to attract organic (non-paid) traffic.

**Key Components:**

**Keyword Research:** Identify relevant keywords for the business.

**On-Page SEO:**