Assignment No.:   1

Course:	MBA	Class:	MBA I	Semester:	II

Subject:	Introduction to Business Analytics

Q.1)   Attempt **ANY ONE** of the Following (1000 Words)   (10)

   a)   What is Business Analytics, elaborate the areas where Business analytics is applied

   b)   Discuss the significance of data quality in Data mining

Q.2)   Attempt **ANY TWO** of the Following (800 Words)   (12)

   a)   How does Analytics applied to detect fraud in Banking

   b)   Discuss the Data mining tools XL Miner

   c)   How do apply decision modelling to solve business problem

   d)   Illustrate various type of data and their classification a

Q.3)   Write Short Notes on (**ANY TWO)**   (08)

   a)   Churn analytics

   b)   Work force analytics

   c)   Customer Life time value

   d)   Retention analytics

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