

**Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education**

Name of the Assignment Setter:		Dr.Vivek Marathe			
Course:	MBA	Class:	All	Semester:	II
Subject:	Introduction to Business Analytics				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	<p>The use of online shopping sites is increasing exponentially every day. Recently there was Amazon Great Indian Sale where it was observed that the sale of products was much more as compared to the previous sale. This is an indicator that more and more people are preferring online shopping. The customers who are frequently buying products online are given more rewards by the online shopping sites.</p> <p>Considering the above scenario elaborate on the following</p> <ol style="list-style-type: none"> 1. What is loyalty analytics? 2. What is the role of analytics in case of online shopping? Explain. 				
b)	<p>Year 2020 posed many challenges in front of the world. The pandemic has unearthed the deficiencies of governments and the healthcare system all over the world. It was a catastrophe for many countries. It was something unexpected/unanticipated. The situation has highlighted the need for an efficient Healthcare System to be at place in every country. Having a good Healthcare System is need of the hour. On 15th August, Hon Prime Minister of India has also declared the launch of Health Card.</p> <p>The concept of Healthcare Analytics is gaining importance. What is Healthcare Analytics? Explain.</p> <p>Considering the above, Can Healthcare Analytics be helpful in solving any such condition in future? Justify.</p>				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	<p>The use of social media is increasing exponentially. The number of users on different social media platforms are adding enormous data in form of reviews, comments, photos, media files etc. Recently there were some debates and apprehensions regarding the privacy issues on Facebook and WhatsApp. Social media platforms have personal information which is given/sold to other organizations. This has raised some concerns in the public.</p> <p>Many organizations are already using at social media as a tool/medium for</p>				

		business. Amid all the concerns mentioned above, can social media be still used for business? Justify the role of social media in today's business environment. What are the most important social media metrics for marketers?	
	b)	Explain the role and benefits of implementing Business Analytics in Retail sector	
	c)	Explain the role and benefits of implementing Business Analytics in Human Resource	
	d)	Explain the role and benefits of implementing Business Analytics in Supply Chain and Logistics	
Q.3)	Write Short Notes on (ANY TWO)		(08)
	a)	Fraud detection using analytics.	
	b)	Use of GIS in analytics	
	c)	Customer Loyalty analytics	
	d)	Analytics in Banking	
