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| **SESSION** | **FEBRUARY- MARCH,2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3102 BUSINESS ANALYTICS** |
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**Assignment Set – 1**

**Q1. Describe how Business Analytics can help an organization improve its operational efficiency.**

**Business Analytics and Operational Efficiency**

Business Analytics (BA) refers to the process of using statistical methods, technologies, and data-driven techniques to gain insights, make decisions, and improve business performance. Operational efficiency is the ability of an organization to deliver products or services in the most cost-effective manner while maintaining high quality. Business analytics plays a critical role in helping organizations streamline operations, reduce costs, and enhance productivity

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**Q2. How can data updating ensure the accuracy and reliability of data?**

**Ans 2.**

**Data Accuracy and Reliability**

Data is a critical asset for any modern organization. However, the value of data depends on its accuracy and reliability. Inaccurate or outdated data can lead to flawed analysis, poor decision-making, and financial losses. Data updating, therefore, refers to the continuous process of correcting, refining, and refreshing data to ensure it remains valid and useful for analytical and

**Q3. Discuss how mobile and location-based Market Basket Analysis could be used in the future. 10**

**Ans 3.**

**Market Basket Analysis and Emerging Technologies**

Market Basket Analysis (MBA) is a popular data mining technique used to understand consumer purchasing behavior by identifying relationships between products bought together. Traditionally used in retail, MBA has now expanded with the rise of mobile technology and location-based services. With increasing smartphone usage and advancements in GPS, businesses can now gather real-time data based on a customer's location and purchasing history,

**Assignment Set – 2**

**Q4. Discuss in detail how decision trees work in classification problems?**

**Ans 4.**

**Classification and Decision Trees**

Classification problems involve categorizing data into predefined classes or groups. One of the most widely used algorithms for classification tasks is the Decision Tree. It is a flowchart-like structure where each internal node represents a test on an attribute, each branch denotes the outcome of the test, and each leaf node represents a class label. Decision trees are favored for

**Q5. Explain Data Mining Process? 10**

**Ans 5.**

**Data Mining**

Data mining is the process of discovering meaningful patterns, correlations, and trends from large datasets using statistical, machine learning, and computational techniques. It helps businesses make data-driven decisions by extracting hidden insights from raw data. The data mining process is systematic and consists of several key stages, each crucial for turning data into valuable knowledge.

**Data Cleaning and Preparation**

The first step in the data mining process is data cleaning, which involves identifying and e from their data assets and gain a competitive edge in the marketplace.

**Q6. Discuss some of the challenges that organizations may face in managing data. 10**

**Ans 6.**

**Data Management Challenges**

In today’s digital era, data is considered one of the most valuable assets for any organization. However, managing data effectively comes with numerous challenges. From collecting large volumes of data to ensuring its security and quality, organizations must address multiple hurdles to make their data usable, reliable, and strategically beneficial.

**Data Quality and Inconsistency**

One of the primary challenges organizations face is ensuring data quality. Poor data quality