Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 2   EXAMINATION – WINTER 2018

Subject Code:3529201   **Date:31/12/2018**
Subject Name: BUSINESS ANALYTICS (BA)
Time:2:30pm To 05:30pm   **Total Marks: 70**
Instructions:
    1. **Attempt all questions.**
    2. **Make suitable assumptions wherever necessary.**
    3. **Figures to the right indicate full marks.**

Q. No.			Marks
Q.1		Explain the following terms	**14**
		(a) Business Intelligence (BI)	
		(b) Big Data	
		(c) OLAP	
		(d) Unstructured Data	
		(e) Data Warehouse	
		(f) DSS	
		(g) Data mining	
Q.2	**(a)**	Who requires Information (BI) for making the business decisions? Briefly explain requirements/expectations of these information users.	**07**
	(b)	What are the characteristics of Unstructured Data? Enlist the major source of Unstructured data.	**07**
		OR	
	(b)	Explain briefly structure of Malcolm Baldrige Criteria for performance excellence of any typical organization.	**07**
Q.3	**(a)**	Explain in detail OLTP with two examples of OLTP system used around You.	**07**
	(b)	Explain the slice and dice operation on data using an example.	**07**
		OR	
Q.3	**(a)**	Which are the different perspectives of data mining? Explain any one in detail.	**07**
	(b)	Which are the best Practices adopted in business Intelligence and Data Warehouse.	**07**
Q.4	**(a)**	How can companies start getting benefits from Human Resource Department by using business analytics?	**07**
	(b)	Explain in detail social media analytics and its applications in today's world.	**07**
		OR	
Q.4	**(a)**	Compare & Contrast ERP & business Analytics	**07**
	(b)	How can a retail industry make use of analytics for Gaining insight to Improve processes and resource optimization?	**07**

Q.5   **CASE STUDY: <u>Revenue shoot-up of Dominos</u>**

Ordering a pizza nowadays is a piece of cake, isn't it?

Well, it is for end users. Let's say, you are browsing your Facebook feed, you see Dominos has 1+1 offer for Wednesday. You are like whatever, I am not ordering today. Then you are watching a video on YouTube, Dominos shows its mouth-watering cheese burst pizza, you are tempted, but you still are saying no. Finally you meet your friend in the evening and decide to have dinner outside. Now the place on top of your mind is dominos and you hit the store. Well, Dominos got you!

There were multiple influencing stages in your purchase and there are millions of people out there who follow numerous stages. It is crucial for Dominos to connect and analyze users' cross-channel & cross-device behaviour and also connect online and offline behaviour.

That's what they did with Google analytics 360 product and partnership with DBI (Digital Business Intelligence) company. This Google Analytics case study has captured the essence of Dominos strategy.

Though Dominos has word class analytics solutions to measure their every marketing effort, these were in silos. Dominos knew there is a big ocean of opportunities available once they eradicate these silos and merge them. That's what they did with Google Big Query. DBI developed a custom Big Query Solution for Dominos to store and fetch massive data of Dominos. It also helped Dominos to connect their analytics and CRM data seamlessly to connect online & offline data.

The **result** says it all;

- Increased monthly revenue by 6%
- Reduced ad spending cost by 80% year on year

(a) What role analytics have played in Domino's performance in different functions?   **07**

(b) Based on data which are the other types of analytics may help Domino's to improve its performance better?   **07**

OR

Q.5 (a) How social media have helped Domino's to increase revenue?   **07**

(b) Do you think that Domino's had optimized BI for its operations and there is no scope further? Why and why not?   **07**

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