

K J SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

PGDM –PGIB-MMS-MKT/HR TRIMESTER (V) END TERM EXAM

BIG DATA ANALYTICS

Date 16th January 2019

TIME DURATION: 2 Hrs.

TOTAL MARKS: 25

Note:

Submit the work document and the excel file.

Save it as PGDM-V-FIN-Roll Number/PGIB-V-Roll number/MMS-V-MKT-Roll number / PGDM-V-HR-Roll Number/ MMS-V-HR-Roll Number.

Read the following case carefully and answer the questions in the word document.

In the course of just one generation, food consumption habits and preferences have changed to a great extent. Children raised in the 1980s and 1990s regularly ate foods made from processed mixes, such as Kraft Macaroni and Cheese, Maggi and Bread. They enjoyed eating at fast food restaurants. In the winter months, their vegetables mostly came from a freezer, can and Fresh market also. Children preferred pizza, burgers, and hot dogs. Now day's parents do not want to serve the same highly processed foods to their own children. They serve organic foods if they can afford to do so. They want to offer healthier foods with "clean labels" that have a short list of ingredients and lower sodium. They try to steer clear of processed foods in general. They want greater control and are concerned with what is in their foods, the processes with which the foods are made, and where the ingredients from.

One such Organic Giant "GenNextFood" have made available in the Healthy platter aisle or health food aisle of over 500 stores in India, with new stores being added every month. GenNextFood is made with the root of the konjac plant which is rich in dietary fibre and has no starch whereas regular platter is made with wheat; a starch which has calories. The absence of starch is the reason why healthy platter is so low in calories. A full plate (210g) of regular cooked Platter contains about 300 calories and 2g of dietary fibre, the same amount of Healthy platter contains 25 calories and 6g of dietary fibre. Healthy Platter is also gluten free.

GenNextFood.xlsx contains data about potential customers who have either tried or not tried company's organic Healthy Platter. The file also contains a number of demographics on these customers.

Q1. Which predictive techniques can be applied to solve this case? And why?

Q2. Is there a situation of multicollinearity? How did you check multicollinearity?

Q3. Fit the case with the help of R software and Microsoft Excel and get,

1. Model diagnostics.
2. Scoring equation.
3. Area under the curve.
4. Gini coefficient.