

K J SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

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

BIG DATA ANALYTICS

Date 29<sup>th</sup> December 2017

TIME DURATION: 3Hrs.

TOTAL MARKS: 25

Note:

Submit the work document and the excel file.

Save it as PGDM-V-MKT-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.

Where to Buy NuPasta? Nupasta is available in the **pasta** aisle or health food aisle of over 500 stores in Canada, with **new** stores being added every month. NuPasta is made with the root of the konjac plant which is rich in dietary fibre and has no starch whereas regular pasta is made with wheat; a starch which has calories. The absence of starch is the reason why NuPasta is so low in calories. A full plate (210g) of regular cooked pasta contains about 300 calories and 2g of dietary fibre, the same amount of NuPasta contains 25 calories and 6g of dietary fibre. NuPasta is also gluten free.

A Nupasta.xlsx contains data about potential customers who have either tried or not tried company's organic NuPasta. 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.