Program: PGPRM-1st year Tri-III (Batch 2018-20), End Term Exam, Subject: Retail Finance and

Analytics

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Program: PGPRM –1st year Tri- III (Batch 2018-2020) Subject: Retail Finance and Analytics (End Term Examination)

Maximum Marks: 50 Date: 27/03/2019

Duration: 3 Hours

Instructions

1. All questions are compulsory

- 2. Please write answers in points
- 3. State relevant examples wherever applicable

QUESTION 1 Case: PREDICTION MODELLING (20 Marks)

You were given two datasets to work on as a prediction case scenario. You were assigned the task of running several models using RapidMiner.

Questions

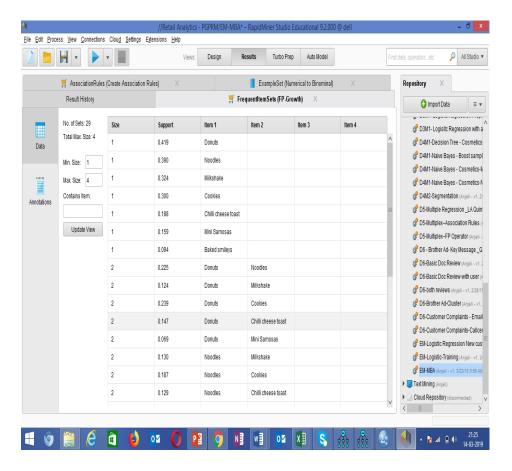
- i) You were asked to construct hypothesis based on the above data. Which are the independent variables and which is the dependent variable?
- ii) Which technique did you use to test your assumption? Linear regression or Logistic Regression? Why?
- iii) Which are the important variables in predicting the dependent variable? Explain
- iv) Why did you undertake modelling in RapidMiner? How did you validate the Model?
- v) How does this Modelling Exercise Help you with the unlabelled dataset?
- vi) Write down your key inferences post the modelling exercise

QUESTION 2 Marks) (10

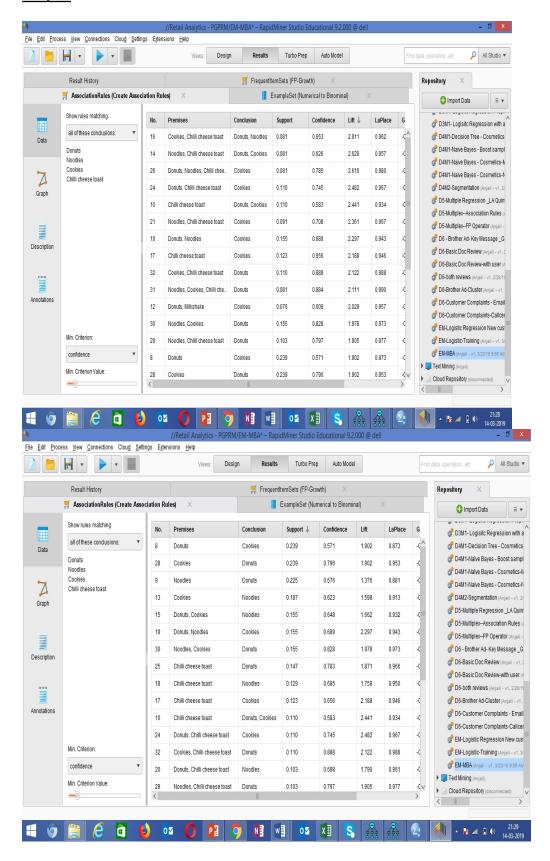
Two partners who specialise in offering birthday menus are quite popular. They make everything fresh and at home and offer a limited menu with emphasis on healthy snacks. The products are freshly made and without any artificial flavours or colours.

The partners have a sense of which products sell well by looking at the sales data however in order to improve sales they are looking at offering some combinations at discounted price.

OUTPUT FOR REFERENCE



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Questions:

- i) Which products sell well alone? Justify
- ii) Which products need to be bundled. Explain the rationale for the combinations you are recommending. Would you look at Support or Lift? Why?

QUESTION 3 Marks) (10

Explain **ANY TWO** with suitable examples

- A) How did the Decision Tree add value in the Retail Cosmetics Case discussed in class. Elaborate?
- B) What is the difference between Analytics and Market research?
- C) Discuss the application of Market Basket Analysis

QUESTION 4 Marks) (10

- A) You were asked to run a Text Mining algorithm for the movie **Badla**. You were asked to do the following Run a separate model for Critics review (Both Times of India and NDTV) and the First 10 entries from IMDB.
- B) Discuss the key words that were generated for the critics and the user reviews. Is there any difference?
- C) What was the sentiment score for Critics review and User review? Is there a difference and if so why?
- D) Discuss the applications of Text Mining for the marketer. What are the drawbacks?

****** End of Paper******