

# School of Business

MBA  
ETE - May 2023

Time : 3 Hours

Marks : 50

## Sem IV - MBBA6021 - Business Analytics Using Python

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Illustrate the usage of business analytics in EduTech Industry. K2 CO1 (2)
2. Describe an example of the nomenclature rules for Python language. K2 CO2 (2)
3. Contrast list and tuple in Python language. K4 CO3 (2)
4. Analyze the benefits of Python for analyzing a dataset. K4 CO4 (2)
5. Explain the process for importing a file in python. K4 CO5 (2)
6. Contrast Python Arrays and lists with suitable examples. K4 CO1 (5)
7. Differentiate between arithmetic and boolean operators in Python. K4 CO2 (5)
8. Choose between pandas and numpy packages for numerical data analysis. Give reasons. K5 CO5 (6)
9. Evaluate the suitability of dataframe in pandas in python for analysis of tabular dataset. K5 CO3 (8)
10. Evaluate the power of predictive modeling in Python language. Cite suitable examples and code. K5 CO4 (8)
11. Domino's has consistently led the way in digital innovation. The pizza distributor's early investments in reliable e-commerce and mobile commerce systems that make it simple for customers to order pizzas are largely responsible for its success. To do this, DBI created a tailored BigQuery solution to store and query Domino's enormous datasets quickly, effectively, and affordably. Domino's may regularly export raw data to a BigQuery project by using the BigQuery export function in Google Analytics Premium. Daily automatic uploads of CRM data into the BigQuery database on the Google Cloud are made possible using a protected FTP site and the BigQuery API. K6 CO5 (8)  
You are hired as business analytics professional by a startup in MyPizza Company Ltd and asked to design business analytics framework using google colab initially. Design it as per your understanding and assumptions. Suggest sample python codes wherever possible.