AS PER AP-CBCS SYLLABUS 2023-2024

COMPUTER APPLICATIONS(MAJOR/MINOR)

3RD YEAR – SEMESTER - V

BUSINESS ANLYSTICS

(Common to All Universities in AP)

UNIT I: BUSINESS ANALYTICS

definition, Components of Business Analytics, Types of Business Analytics methods, Benefits of Business Analytics, Business Analytics Tools, Applications of Business Analytics, Trends in Business Analytics

Case Study:

1.Retail Analytics

2.Marketing Analytics

UNIT – II: DESCRIPTIVE ANALYTICS, STATISTICS

Types of Statistics, Types of Data, Measure of Central Tendency: Mean, Median, Mode, Standard Deviation, Variance

Case Study:

1.Financial Analytics

2.Social Media and Web Analytics

UNIT-III: OLAP, OLAP OPERATIONS

Roll Up, Drill Down, Slice and Dice, Pivot, Types of OLAP, OLAP Tools, OLTP, Characteristics of OLTP, OLTP advantages and disadvantages,

Case Study: Working with any one of the OLAP Tools

UNIT-IV: ARCHITECTURE & COMPONENTS OF BUSINESS INTELLIGENCE

Architecture and Components of Business Intelligence, Business Intelligence for Management, Operational BI,What is Business Intelligence, Benefits of BI, Roles and Responsibilities of BI, Overview of Popular BI Tools in Market

Case Study: Real-Time Credit and Debit Card Fraud Detection, an HPE Shadowbase

UNIT-V: DATA MINING

Data Mining Concept, Concepts of data mining model with its development and deployment in business scenario, Types of Data Mining Models, Machine Learning: definition, How ML works, Features and Importance of ML, Machine Learning Concepts: Classification of ML

Case Study: Healthcare Analytics

IMPORTANT QUESTIONS

LEVEL – 1

UNIT-I: BUSINESS ANALYTICS

UNIT-II: DESCRIPTIVE ANALYTICS, STATISTICS

UNIT-III: OLAP, OLAP OPERATIONS

UNIT-IV: ARCHITECTURE & COMPONENTS OF BUSINESS INTELLIGENCE

UNIT-V: DATA MINING

LEVEL – 2

List of Questions

UNIT-I: BUSINESS ANALYTICS

LONG ANSWER QUESTIONS

SHORT ANSWER QUESTIONS

UNIT-II: DESCRIPTIVE ANALYTICS, STATISTICS

LONG ANSWER QUESTIONS

SHORT ANSWER QUESTIONS

UNIT-III: OLAP, OLAP OPERATIONS

LONG ANSWER QUESTIONS

SHORT ANSWER QUESTIONS

UNIT-IV: ARCHITECTURE & COMPONENTS OF BUSINESS INTELLIGENCE

LONG ANSWER QUESTIONS

SHORT ANSWER QUESTIONS

UNIT-V: DATA MINING

LONG ANSWER QUESTIONS

SHORT ANSWER QUESTIONS