B.Com.(B.A.) III SEM

DATA ANALYTICS AND MODELLING

UNIT-1

1. Define variable? Explain different types of variables used in Analytics.
2. Define Data set? Explain how to represent data in tabular and n matrix format.
3. Explain importance and role of variable in decision making.
4. Explain EDA?
5. Define(data cleaning, data transformation, data creation)
6. Write about measurement scaling of ordinal variables.

UNIT-2

7. What is descriptive analysis and its importance in data driven decision making
8. Explain how to organise and summarize data in excel
9. Explain Mean, Median and Mode in data interpretation.
10. What are quartile, decile and percentile in data distribution.
11. Explain different measures of dispersion(variance, standard deviation, range)

UNIT-3

12. What is data visualization? What is the importance of visualization in understanding data.
13. Explain how to represent data in visualization in excel with different charts or graphs.
14. Explain different charts with components in excel.
15. Explain how charts are used in identifying trends, patterns in business data .
16. Explain piecharts, histograms, boxplots, column/bar graphs,line charts

UNIT-4

17. What is R programming? Explain its need or importance.
18. What are the data types in R programming
19. Explain different data structures in R programming(frames, lists, vectors and matrix)
20. Write the procedure of exploring the data using data frames.
21. What is CSV file , explain how to import CSV in R.

UNIT-5

22. Explain advanced data analysis in R programming
23. Explain distribution and descriptive data analysis in R
24. Explain how to create charts in R.(histogram, pie chart, bar, line charts)
25. Explain Applications of R in business analysis case studies.

Programs.

Write a R program to create vector and its functions.
Write a R program on Data frame of student marks
Write a R program on creating histogram of student marks
Write a R program on user defined functions
Write a R program on lists
Write a R program on creating pie-chart of sales data.