**DADS403 Business Analytics**

**Assignment Set – 1**

1. What is Business Analytics? Discuss the role of Business Analytics in various Domains of Business.

2A.) Discuss any one purpose of using Conjoint analysis in detail.

2.B.) Explain the following terms and how are they calculated:

* TRP
* GRP

3. Discuss MDS and Perceptual Map in detail.

**Assignment Set – 2**

4. What is Propensity Model? Briefly discuss different types of Propensity Models.

5. Briefly discuss any five Digital Marketing techniques.

6. Elaborate RPA. Discuss 5 step implementation approach of RPA.

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