**DBB3102 Business Analytics**

**Assignment Set – 1**

1. Describe how Business Analytics can help an organization improve its operational efficiency.

2. How can data updating ensure the accuracy and reliability of data?

3. Discuss how mobile and location-based Market Basket Analysis could be used in the future.

**Assignment Set – 2**

4. Discuss in detail, how decision trees work in classification problems.

5. Explain Data Mining Process.

6. Discuss some of the challenges that organizations may face in managing data.

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