

Instructions for students :

- Marks are indicated for each question.
 - Handwriting should be eligible for evaluation.
 - Marks will be given for quality, not quantity.
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Q.1] Answer the following (any Five) : (10 Marks)

- a) What is retail e-Commerce?
- b) What is Retail Analytics?
- c) What is RFM?
- d) What is Customer acquisition
- e) Define KPI.
- f) What is AIML?
- g) What is Customer Segmentation?

Q.2] Attempt the following (any Two) : (10 Marks)

- a) Compare **Predictive Analytics** vs **Descriptive Analytics** in retail decision-making
- b) Summarize the role of AR and VR in shopping experience.
- c) Compare Retail Analytics with e-Commerce Analytics.

Q.3] Attempt the following (any One) : (10 Marks)

- a) Explain with example the role of analytics in customer acquisition, retention and personalization.
- b) Explain with example Omni-channel analytics and integration.

Q.4] Attempt the following (any One) : (10 Marks)

- a) Analyse how AIML, AR and VR impact the customer experience in e-commerce
- b) Apply ETL processes to create a data warehouse for Online Shop.

Q.5] Attempt the following (any One) : (10 Marks)

- a) Design a Dashboard for Supply Chain Optimization Analytics for a Retail store
- b) Clickart is in Online Shopping. There are complaints from the customers about availability of stock while placing orders. Create a proposal being Business Analyst to resolve their Inventory Management and demand forecasting issues.