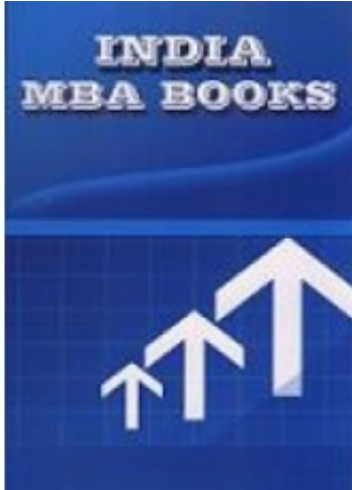


# FUNDAMENTALS OF BUSINESS ANALYTICS



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## **Short Description**

**TELANGANA UNIVERSITY FUNDAMENTALS OF BUSINESS ANALYTICS**

## **Description**

**FUNDAMENTALS OF BUSINESS ANALYTICS SOLVED PAPERS AND  
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ANALYTICS**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

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# **FUNDAMENTALS OF BUSINESS ANALYTICS**

## **UNIT-I**

Foundations of Analytics: Introduction-Evolution-Scope-Data for Analytics-Decision models - Descriptive, Predictive, Prescriptive - Introduction to data warehousing -Dashboards and reporting-Master data management (only theory)

## **UNIT-II**

Decision Theory: Introduction - Steps of decision-making process - types of decisionmaking environments-Decision-making under uncertainty-Decision-making under Risk-Decision tree analysis (only theory). Design of Experiments: Introduction - Simple comparative experiments - Single factor experiments-Introduction to factorial designs

## **UNIT-III**

Descriptive Statistics: Measures of central tendency - Problems on measures of dispersion- Karl Pearson correlation, Spearman's Rank correlation, simple and multiple regression (problems on simple regression only)

## **UNIT-IV**

Cluster Analysis: Introduction - Visualization techniques - Principal components -Multidimensional scaling-Hierarchical clustering-Optimization techniques Factor Analysis: Introduction-Exploratory factor analysis-Confirmatory factor analysis Discriminant Analysis: Introduction-Linear discriminant analysis

## **UNITE-V**

Project Management: Introduction - Basic difference between PERT & CPM - Network components and precedence relationships - Critical path analysis - Project scheduling -Project time-cost trade off-Resource allocation Instruction: Equal weightage is given for both theory and problems in the ratio of 60:40

Practical Component:

Students are expected to have a basic excel classes

Students should be able to categorize the data and find out the basic statistical values

## **Details**

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