ADIKAVI NANNAYA UNIVERSITY
B.COM COMPUTER APPLICATIONS
W..E.FROM 2016-17 ADMITTED BATCH
DSC 3D Business Analytics

Unit-I: **Introduction** - Business Analytics Life Cycle - Business Analytics Process - Data concepts - Data exploration & visualization - Business Analytics as Solution for Business Challenges -

Unit-II**: Automated Data Analysis:** Tabulation and Cross Tabulation of Data: Univariate, Bivariate and Multivariate Data Analysis – ANOVA.

Unit-III: **Hypothesis Testing:** Type 1 & 2 errors - T-test, ANOVA, Chi-Square and correlation - Linear Regression Analysis - Logistic Regression - Cluster Analysis - Market Basket Analysis.

Unit-IV**: Business Data Management:** Master Data Management: Data Warehousing and kinds of Architecture – Data Extraction – Transformation and Up-loading of Data – Data Mining – Meta Data – Data Marts – Creating Data Marts – Data Integration – OLTP and OLAP.

Unit-V: **SPSS Packages** – Applications and Case Studies.

Suggested Books:

1. Gupta S.P. "Statistical Methods", Sultan Chand, New Delhi, 2010.
2. K.V. Rao, "Research Methodology in Commerce and Management", Sterling Publishers, New Delhi, 2012.
3. T.S. Wilkinson & P.L. Bhandarkar, "Methodology and Techniques of Social Research", 2010.
4. Richard A.Johnson & Dean W.Wichern, "Applied Multivariate Statistical Analysis", Prentice Hall International Inc., 2007.
5. R.N Prasad and Seema Acharya, "Fundaments of Business Analytics", Wiley India Publication.
6. Pang-Ning Tan, Michael Steinbach & Vipin Kumar, "Introduction to Data Mining", Pearson, 2009.
7. Alex Berson, Stephen Smith & Kurt Thearling, "Building Data Mining Application for CRM", Tata McGraw Hill, New Delhi, 2000.