**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIFTH TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, JAN-2021**

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| Course Name | **Web Analytics and Social Media** | Course Code | **IT503** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

*All questions are compulsory.*

*Students must have R-Studio installed in their systems.*

*MS Excel is required for the questions paper.*

**Questions.1:** As per the given Excel sheet(data\_ecomm), please find below mentioned data**.**

**(10 Marks)**

1. Comment on the country with highest and lowest in terms of monetary spending, with the mention of amount of spending.
2. Is there is any relation between recency rank and amount (monetary spending). Comment
3. Analyze the customer segment in different countries.
4. Customers in Italy are more frequent buyers as compare to United Kingdom. Is this statement being True or False.
5. Analyze the relation of residing country and customer total life time spending.

**Questions.2(a):** HDFC Bank uses purchase history, social media analytics to offer credit cards to customers, evaluate the contribution of this procedure in order to reduce the credit card defaulters in future. **(5 Marks)**

**Questions.2(b):** ABC consultancy is deals with SAT preparation, please explain which social media platform they will use to promote their organization, justify your answer by taking certain assumptions.

**(5 Marks)**

**Questions.3:** Analyze the sentiment of MG Hector and Honda City as per the twitter sentiment analysis.

**(10 Marks)**

**Questions.4(a).** The I&B ministry has now decided to set up a social media communication hub and deploy executives to monitor online content across each of India’s 716 districts. The monitoring mechanism, once in place, will be able to read, contextualise and respond to content in most Indian and foreign languages across India, and will get a “360degree view of the customers by integrating customer relationship management data with social profiles. The platform will personalize the responses on the basis of customer loyalty and past behaviors and also help industry to find out the influencers basis attributes like follower count.Explain the concept of influencers, followers count and analyze the utility of this platform for the Government. **(5 Marks)**

**Questions.4(b).** When we looked at LinkedIn data, we found that in the last five years in entire globe, there has been an increase in HR professionals who list analytics skills and keywords on their profiles. In tech-software, there are over nine employees leveraging analytics in HR on average compared to six at the average finance company. HR data analytics can help answer many of the critical concerns CHROs must deal including workforce diversity, geolocation decisions, hiring strategy, competitive benchmarking, workforce planning, and employer branding. Comment. **(5 Marks)**