

III Semester M.B.A. Examination, June / July – 2023

MANAGEMENT

Paper: 3.7.2: Predictive Analytics using R

(CBCS Scheme 2019-20)

Time: 3 Hours

Maximum Marks: 70

Note: *Students need to use the data given and demonstrate using the same*

Section A: Lab Session – 1

Execute the program and interpret your analysis from any one of the following

(1 X 20 = 20)

1. Dataset 1: Hollywood's Most Profitable Stories

Task: Demonstrate Simple Linear Regression for the following data set

(Analyze Audience Rating and Rotten Tomatoes Rating comparing to profitability)

2. Dataset 2: Car Price Prediction

Task: Demonstrate Multiple Linear Regression Model for the given dataset, list out the important factors affecting the Car price.

Section B: Lab Session – 2

Execute the program and interpret your analysis from any one of the following.

(1 X 20 = 20)

3. Dataset 3. ITC Share Price

Task: Demonstrate Time Series Analysis for the given stock price data and compare the analysis to Open price and close price of the given stock.

4. Dataset 4: Diabetics prediction

Task: Demonstrate Logistic Regression for the given health data and explain the major causes affecting for Diabetics

Section C: Lab Journal Maintenance

20 Marks

Section D: Viva Voce

10 Marks