

SPPU-BE-COMP-CONTENT - KSKA Git

BUSINESS - INTELLIGENCE ASSIGNMENT-NO-2

Q.1) Write a short Note On:-

. BI Applications on CRM.

Ans.

Business Intelligence (BI) plays a major role in improving CRM by helping organization understand Customer Behaviour and make Better Decisions.

→ Various BI Applications on CRM are:-

1. Customer Segmentation.

BI tool divide customer into groups ~~on~~ based on Age, Purchase History, preferences, etc helping businesses target them.

2. Customer Retention Analysis.

It identifies customers who are likely to leave so companies can take preventive Actions.

3. Sales Performance.

. Helps track sales team performance and customer Interactions.

4. Customer Behaviour Analysis.

BI tools track and analyze how customers interact with a business. Example: Detect customer likely to stop using a service and take preventive actions.

5. Customer Management and Performance.

. BI Evaluates marketing campaigns using real time data.

Example: Analyze which email campaign generates the highest conversion rate.

6. Cross Selling and Up Selling.

• BI identifies opportunities to sell additional or higher value products.

Example: Suggest Accessories based on previous purchases.

Q.2) List and Explain BI Application in Marketing.

ANS. The Various BI Applications in Marketing are:-

→ BI is widely used in Marketing to Inspire/improve decision making and campaign Effectiveness.

1. Market Basket Analysis.

• It is a technique which identifies the products frequently bought together.

Example:- If a person buys Bread, he/she is likely to buy Butter.

2. Campaign Analysis.

- Evaluates which marketing campaigns are successful and which are not.

3. Customer Behaviour Analysis.

- It basically studies buying patterns, trends and preferences.

4. Pricing Strategy Optimization.

- Helps decide Optimal pricing based on-demand and competition.

5. Trend Analysis and Forecasting.

• This technique predicts the Future Market trends using Historical Data.

Q3.) Explain the Role of Analytical tools in BI.

ANS. The Analytical tools are essential in BI as they help process, analyze and visualize data.

→ The Major Roles of Analytical tools in BI Are:-

1. Data Analysis and Processing.

Various tools like Microsoft Excel, Python or R help analyze Large Datasets.

2. Data - Visualization.

Tools such as Microsoft Power BI or Tableau convert the data into visual plots such as charts, graph, dashboards and Reports.

3. Predictive Analytics.

It uses Machine Learning and statistical Models to predict the Future Outcomes. Tools: SAS, IBM SPSS.
Example:- Customer Churn Prediction.

4. Data Mining

Extracts hidden patterns and relationships from Data.

5. Reporting.

It generates structured reports for Decision Making.

6. Decision Support.

Analytical tools provide Actionable insights that assist managers in making informed decisions.

Example: Identifying profitable products.

7. Automation and Efficiency.

They automate repetitive tasks such as report generation and Data Updates.

Benefit:- Saves time and Reduces Human errors.