

ADMISSION NUMBER											

School of Business
Bachelor of Business Administration
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem VI - D1UF601T - Marketing Analytics

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Enlist one example/business scenario each from Descriptive, Predictive as well as Prescriptive Analytics. K4 (4)
- 2) Evaluate the effectiveness of marketing analytics compared to traditional marketing research methodologies in providing actionable insights for decision-making. K5 (5)
- 3) Classify key marketing metrics businesses might track using marketing analytics and explain their importance. K5 (5)
- 4) Loyalty levels of a population consisting of 10 B2B airline customers were measured on a loyalty scale ranging from 0 to 10. Based on given data using descriptive analysis identify which customers can be classified as highly loyal and highly disloyal. K3 (6)

Customer Loyalty Score

A	5
B	6
C	7
D	8
E	5
F	8
G	4
H	8
I	6
J	7

Mean (μ) 6.4

Standard Deviation (σ) 1.35

5) In 1985, New Coke was launched, replacing the classic Coke formula. The company had done taste tests with 200,000 people and found that test subjects preferred the taste of New Coke over Pepsi, which had become a tough competitor. Based on this data alone, classic Coke was taken off the market and replaced with New Coke. This was seen as the solution to take back the market share that had been lost to Pepsi. But as it turns out, New Coke was a massive flop and the company ended up losing tens of millions of dollars. As a business Analyst analyse the situation and explain how could this have happened with data that seemed correct? K4 (8)

6) A fitness club carries out a survey of its members every year. Based on the results given below answer following questions. K5 (10)

a. Evaluate which features of the fitness app (workout tracking, personalized recommendations) do customers consider most important? (2)

b. Clustered customers based on their preferences and perceptions of the fitness app. (4)

c. Interpret how do these clusters differ in terms of demographics and fitness levels? (4)

Customer ID	Age	Gender	Fitness Level	Workout Tracking Importance (1-5)	Workout Tracking Performance (1-5)	Personalized Recommendations Importance (1-5)	Personalized Recommendations Performance (1-5)
1	25	Male	Intermediate	5	4	4	3
2	30	Female	Advanced	4	5	5	4
3	40	Male	Beginner	3	2	3	2
4	35	Female	Intermediate	4	4	4	4
5	28	Male	Advanced	5	4	5	4

Importance (1-5, where 5 is very important).

Perceived Performance: (1-5, where 5 is excellent).

7) Propose strategy for a fitness club to analyse customer churn data to identify the root causes of customer defection and develop targeted retention strategies.

K6 (12)

Customer ID	Signup Date	Membership Type	Last Active Date	Cancellation Reason	Group Fitness Classes (3 Months)	Personal Training Sessions (3 Months)	Equipment Usage (Avg. Daily Minutes)	Churned
1001	10-01-2023	Monthly	20-12-2023	Price	5	0	20	No
1002	15-02-2023	Annual	29-02-2024	Moving	12	2	45	No
1003	01-03-2023	Monthly	15-07-2023	Inconvenient Location	8	1	30	Yes
1004	20-04-2023	Annual	Active	N/A	10	3	60	No
1005	12-05-2023	Monthly	25-10-2023	Lack of Motivation	3	0	15	Yes
1006	08-06-2023	Monthly	Active	N/A	15	1	40	No
1007	15-07-2023	Annual	10-12-2023	Lack of Equipment Variety	12	0	25	Yes
1008	22-08-2023	Monthly	Active	N/A	8	2	50	No
1009	09-09-2023	Monthly	30-11-2023	Prefer Working Out at Home	2	0	10	Yes
1010	20-10-2023	Annual	Active	N/A	18	1	70	No