

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION- SUMMER-2024

Subject Code: 4529201

Date: 06/06/2024

Subject Name: Business Analytics

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Explain the following terms: **14**
- (a) Snowflake Schema
 - (b) KPI
 - (c) Data Visualization
 - (d) Sentiment Analysis
 - (e) Descriptive Analysis
 - (f) OLAP
 - (g) Data Lake
- Q.2** (a) How business intelligence helps business unit to take data driven decisions? **07**
- (b) What are the types of business analytics? Explain each with relevant example. **07**
- OR**
- (b) With the help of graphs and charts one can better understand and take decisions. Explain this visual analytics tool. **07**
- Q.3** (a) What can be the source and characteristics of structured and unstructured data? **07**
- (b) Explain the process and application of data mining. **07**
- OR**
- Q.3** (a) What is the framework of data warehouse? Also describes its characteristics. **07**
- (b) Explain how you tube can help business unit to analyze customer using social media analytics. **07**
- Q.4** (a) What is big data? Explain its characteristics and its fundamentals. **07**
- (b) Explain how business analytics can help in smoothly operating various business functions. **07**
- OR**
- Q.4** (a) What are Key performance indicators of a successful business unit? **07**
- (b) Health care facilities have improved over a decade due to business analytics tool. What's your view on this? **07**

Uber Technologies Inc. is an online transportation network company headquartered in San Francisco, California, with operations in 543 cities worldwide. It develops, markets and operates the Uber software application, which allows consumers to request car transportation or food delivery via the Uber mobile app or the Uber mobile website. It also allows drivers to earn income from delivering food or transporting passengers. Uber drivers use their own personal cars, although drivers can rent a car to drive with Uber.

Uber's motto is to make transportation as reliable as running water. Uber was the first to recognize a need – the need people had in today's fast paced world for efficient transportation systems. Uber constantly upgrades its offerings – adding a two-wheeler taxi service to its portfolio a few weeks ago. The app constantly evolves – it gets more feature sets. But at heart it remains true to its core principles – simplicity and accessibility.

Customer service remains key to the company and will be the primary driver for its growth in the years to come.

Uber was not only disruptive in its service offering, it was also the first one to pioneer what it calls "surge" pricing. It uses an automated algorithm to increase prices basis increase in demand. Surge pricing is said to increase economic efficiency by motivating drivers and due to the fact that customers with a more urgent need tend to accept rides first. However, the practice has often caused passengers to become upset and invited criticism when it has happened as a result of holidays, inclement weather, or natural disasters.

Uber gives consumers a choice between taxi cab companies and other forms of transportation, and can potentially provide drivers with "flexible and independent jobs". Users can track the car picking them up on their smartphone, which allows them to know when it will arrive. A receipt will be automatically sent via email.

Uber has attracted a lot of law suits in multiple countries – from skirting taxi regulations to free trade violations. Uber continues to be involved in disputes of its legality with several governmental bodies. Taxi unions of several countries have held protests and filed lawsuits across the world against Uber.

While Uber's services fulfil a very specific need, it is also important for the company to continuously improve its technology and services, and work closely with taxi unions, regulators and government bodies to ensure business continuity. Lawsuits are expensive. They are also bad press, which is never good for any business.

Uber also needs to be pro-active in reading the market pulse. Uber should have taken immediate corrective action instead of defending the surge pricing as its first response. Perhaps a good social media command centre needs to be set-up.

Customer service should continue to remain at the heart of the company philosophy. The millennial are a more demanding demographic than any the world has seen. They are growing. And they will soon expect ride hailing apps to pre-empt their requirement for a cab by analysing their historic travel data.

(a) What are the problems faced by the Uber? 07

(b) How can problems of Uber be solved? 07

OR

Q.5 (a) How technology and business analytics can be useful at Uber? 07

(b) What are the strengths and threat factors for uber according to you? 07
