

SET B

PGDM (RM)
Retail Analytics
RM-404

Trimester –IV, End-Term Examination: September 2018

Time allowed: 2 Hours and 30 minutes
Max Marks: 50

Roll No: _____

Instruction: Students are required to write models, process, results and interpretations in answer booklet. They are also advised to submit soft copy to the invigilators.

Sections	No. of Questions to attempt		Marks
A	1 out of 1		20
B	2 out of 3		2*15=30
		Total Marks	50

Section A

1. The "MBA_2.xls" contains sales transactions at XYZs, an upscale grocery store.
 - Determine all two-product lifts and list the five largest lifts.
 - Optimize the store layout for those calculated two-way lifts in two rows with same columns

Section B

2. The file "LR_4.xls" gives the age, and income of 300 people. You are also told whether they favor Obamacare. Develop a model to predict the chance that a person favors Obamacare. For each person generate a prediction of whether the person favors Obamacare. Interpret the coefficients of the independent variables in your logistic regression.
3. Determine the Scan-Pro model for the data "scan-pro2.xls". Interpret both model and R^2 .
4. The file "RFM_2.xlsx" contains the date and size of transactions for 5000 customers of a mail order catalog company. RFM (recency, frequency, and monetary value) attempts to predict how a customer will perform in the future based on ranking for recency, frequency, and monetary value. Rate each person on a 1–4 scale on each attribute, with a rating of 4 being the best and 1 the worst.