

R15

Code No: 128GM

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year II Semester Examinations, July - 2019

PREDICTIVE ANALYTICS

(Common to CSE, IT)

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

(25 Marks)

- 1.a) Why do we need Analytics. [2]
- b) What is the importance of regression in analytics? [3]
- c) Where is Logistic Regression concepts applied? [2]
- d) Why do we use data visualization? [3]
- e) Explain what is overfitting. [2]
- f) How is segmentation different from regression? [3]
- g) What is Time Series? [2]
- h) Mention the uses of Forecast error. [3]
- i) What do you mean by version control? [2]
- j) List the reasons why document scope is usually used. [3]

PART - B

(50 Marks)

- 2.a) Give an overview of Data Modeling Techniques.
 - b) List and explain various steps involved in Analytics. [5+5]
- OR**
- 3.a) Explain the need for Business modeling.
 - b) Discuss about the BLUE property of Regression. [5+5]
- 4.a) Discuss about Multinomial Logistic Regression.
 - b) Explain the role of confusion matrix in visualization of the performance of an algorithm. [5+5]

OR

- 5.a) Differentiate between OLS & MLE.
 - b) Illustrate the interpretation of the model through maximum likelihood estimates. [5+5]
- 6.a) Describe the tools used to make Decision Tree.
 - b) What is the Measure of Impurity? Explain. [5+5]

OR

- 7.a) Give a note on CHI-squared Automatic Interaction Detector.
- b) List and define different methods used by the organizations to review skills and knowledge. [5+5]

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8. Explain various steps involved in ETL. List any five commercially available ETL tools. [10]

OR

9.a) What are the Measures of forecast Accuracy? Explain. [5+5]
b) Give a note on ARIMA. A

10.a) Write the steps involved in writing your case study. [5+5]
b) Give the sample Format of Documents.

OR

11.a) How would you insert an image from the internet into a Word document or PowerPoint? [5+5]
b) Write notes on the importance of Peer review and feedback. A

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