



**CONCURRENT EVALUATION FOR BUSINESS ANALYTICS
SPECIALISATION**

III SEM / E COMMERCE ANALYTICS - I (317)

Faculty Name: Prof. Ujval More

Important Instructions:

1. The subject is evaluated on the basis of three components

Component Number	Component	Marks	Submission Date
1	Written Home Assignment	50	10 th Feb 2023
2	Caselet	50	13 th Feb 2023

2. Assignments to be submitted in person.

3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned

COMPONENT 1: Written Home Assignment

- Q. 1 Define role of Ecommerce Analytics in Creating Business Value.
- Q. 2 What is the scope of ecommerce in e-tailing industry dealing with jewelry?
- Q. 3 What is the impact of data governance and data strategy to a business?
- Q. 4 Which are the impact of poor data governance? Explain it with suitable example
- Q. 5 How to automate manufacturing process optimization? Explain stages of its.
- Q. 6 Define RASTA Approach . Explain RASTA approach with modified parameters for speech enhancement in communication system.
- Q. 7 Define Liven Approach . Explain Liven Approach that Gathering Just by Acquiring Clowns
- Q8. What is the Role of Data Visualization in E-commerce? Benefits of data visualization for e-commerce.
- Q9. Define Inventory Facts. What Is Inventory Management? How to Track Stock for Your Business
- Q. 10 What is ecommerce advertising? Explain different types of online advertising for Ecommerce. Which one is best for product marketing.

COMPONENT 2: Caselet

Caselet-1

E-commerce has seen a big-bang effect with its growth in the last 8 years courtesy big data analytics. From personalizing customer experiences, displaying related products through cross-sell opportunities, inventory management, strategizing promotions and big discount days, to optimizing pricing for maximizing sales and profits, advanced analytics has elevated e-commerce to its true potential. However, what it means for e-commerce professionals is a need to upskill and learn analytics to empower themselves in the digital economy because while there is a lot of progress already made, a lot of potential yet needs to be channelized from e-commerce through analytics. Here are 4 case studies of analytics works of wonders to the e-commerce domain:

Improved the seller experience for a leading e-commerce platform – The client, a global technology company, wanted to stem seller dissatisfaction and proactively protect genuine sellers from abusive buyers. Mu Sigma worked on a series of initiatives to enable the client achieve this goal which involved, to name a few, creating a framework to define a bad selling experience, formulating rules to identify and auto-suspend abusive buyers, as well as create a seller trust score to filter out genuine sellers.

Q.1 How to improve the seller experience for a leading e-commerce platform?

Q.2 How to stem seller dissatisfaction and proactively protect genuine sellers from abusive buyers ?

Caselet-2

E-commerce is playing a more important role in the business plan and the operating infrastructure. Today's businesses are faced with the challenge of whether to incorporate an e-commerce strategy into their business model, and if so, how will they do it. The retail business has been greatly affected by e-commerce. Consumers now have the choice to purchase goods online rather than physically going to the store. The Internet has allowed consumers to research products more thoroughly and partake in comparison-shopping more easily. This has resulted in a more educated and informed customer. With the ability to easily purchase goods online and a more educated consumer, retail businesses are directly faced with the competitive nature of online purchasing. With the increasing number of retail businesses implementing e-commerce strategies as a business model, retail businesses today are constantly faced with competition and for identifying techniques to meet or exceed their competition. Achieving customer satisfaction also has become more important in today's competitive retail marketplace. To achieve this goal, businesses look for strategies to market their products in a better manner or a more unique way. The evolution of e-commerce gives retail businesses a new way to sell to customers. Not only does it give customers another medium for purchasing goods, but also gives the customer a quicker and easier way. Retail businesses now recognize the efficiency it can offer its customers and are looking for procedures to use e-commerce to reach their target market.

Q1. Examine retail businesses to determine their strategies for e-commerce.

Q.2 How the respective strategy has changed since the beginning of their e-commerce implementation.

Q.3 How they handle strategic business functions such as inventory management, in-store operations, relationship with vendors and suppliers, and overhead costs associated with an e-commerce website.