

MBA-II / SEM-IV / (2024-25)

COMPREHENSIVE CONCURRENT EVALUATION

Faculty Name: Prof. Ujjval More

Subject: E Commerce Analytics – II

Sub Code: 409 SE–IL-BA-13

Sr. No.	Parameter / Component	Marks	Date of Exam/Submission
1	Written Home Assignment	50	03/03/2025
2	Small Project	50	08/03/2025

Component 1. Written Home Assignment

Instructions:

1. The last date of Submission is 08/03/2025.
 2. Written Home Assignment should be hand written and in your own words; copied Written Home Assignment and case study from peers onother open sources will not be considered for assessment.
 3. The content should cover all the points & justify the marks for Written Home Assignment and case study.
 4. Incomplete Written Home Assignment will not be accepted.
 5. Student name, specialization, Written Home Assignment questions must be clearly mentioned.
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Component 1. : Written Home Assignment:

(50 Marks)

- 1) Explain the importance of the Value Proposition in Conversion Optimization
- 2) Discuss the Conversion Optimization Process
- 3) Elaborate on Ecommerce Customer Analytics Lifecycle
- 4) Determine Share of Wallet & Predicting Customer Behavior.
- 5) What are the approaches to Analyzing Orders and Products?
- 6) Determine Effective and Profitable Markdowns, Promotions, and Discounts.
- 7) Explain Attributing Sources of Buyers
- 8) Brief Framework for Assessing Attribution Software
- 9) Describe Integrating Data from a Technical Perspective
- 10) Differentiate Agile Versus Waterfall Delivery.

Component 2. Small Project:

(50 Marks)

Enlist the top 5 e-commerce companies in India and analyse them on the following parameters:

1. Financial Analysis
2. Product and Item Analysis
3. Promotional Analysis