

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: B.Tech CSE+TI
Program: Telecom Analytics
Course Code: CSIB 487

Semester: 8th
Time 03 hrs.
Max. Marks: 100

Instructions: Attempt all the questions.

SECTION A

S. No.		Marks	CO
Q1.	Explain Values of BAO to Business Organization.	4	CO1
Q2.	Explain the concept of data warehouse.	4	CO2
Q3.	Explain the “Classic” Star Schema.	4	CO2
Q4.	Describe the process of building reports.	4	CO3
Q5.	Why we use dashboard? Explain different types of dashboard.	4	CO4

SECTION B

Q6.	What are the requirements for being a BI or analytics-based organization? Define user cases for a clearer understanding of business analytics.	10	CO1
Q7.	What do you understand by Decision Support System? Also explain three tier decision support systems using diagram.	10	CO2
Q8.	Explain Kaplan-Norton Balanced Scorecard with the help of diagram. Also explain the limitations of K-N Balanced Scorecard.	10	CO3
Q9.	Explain CSPs practical approach towards telecom data.	10	CO5


OR

Q9.	Explain five key Findings that shows how organizations are moving forward with Telecom data.	10	CO5
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SECTION-C

Q10.	<p style="text-align: center;"><u>eircom gains deep insights into customer experience</u></p> <p>Reducing churn and improving customer experience with predictive analytics from IBM and Presidion</p> <p>With over two million fixed-line and mobile customers, just under 5,000 employees and an annual turnover of around €1.5 billion, eircom is one of the largest telecommunications service providers in Ireland. Through its Meteor and eMobile brands, the company serves 20 percent of the country’s mobile customers and 40 percent of the broadband market, and is currently in the process of deploying a new fiber network that will reach 600,000 homes and businesses by the end of 2013.</p>	20	CO5
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	<p>In recent years, economic recession has driven increasing competition between mobile network operators. With multiple vendors offering a wide range of tariffs, and the effects of the 2008 Irish financial crisis still being felt strongly across the country, mobile customers in Ireland are now switching between operators far more frequently.</p> <p>Data-rich, insight-poor</p> <p>As Anthony O’Neill, Director of Planning, Insight and Analytics at eircom, explains: “Today, being a leading mobile network operator means that you always need to be listening to your customers, understanding their needs, and developing compelling service offerings that meet their high expectations.”</p> <p>He continues: “In the past, we had a lot of structured network data on key performance indicators such as dropped calls, as well as unstructured customer data from sources such as net promoter score [NPS] surveys. NPS surveys are sent out after particular customer interactions with eircom – for example, when a new customer is on boarded onto our mobile network.</p> <p>Predictive-analytics solution</p> <p>As part of a strategy to in-source its analytics, eircom engaged IBM Premier Business Partner Presidion to implement a solution based on IBM SPSS software. Working together with a team of consultants from Presidion, the company was able to shorten it’s time to value dramatically.</p> <p>IBM SPSS was part of our wider initiative to build a common analytics workflow throughout the organization, which also involved expanding our team of analysts,” says O’Neill. “Presidion’s high level of expertise with IBM SPSS and deep understanding of our industry helped us to embed commercially valuable predictive analytics capabilities into our business processes, and start realizing the benefits very quickly.”</p> <p>Ques) Critically analyze the technical implementation in the above scenario and identify what are the improvement which could be incorporated for optimization.</p>		
Q11.	<p>What do you understand by Sales simulation (what if scenarios). Explain Input and output component. Design a dashboard for “Calculation of the monthly rate for a home loan, based on different conditions like loan amount, term in years and interest rate”.</p>	20	CO4
	OR		
Q.11	<p>What do you understand by Sales simulation (what if scenarios). Explain Input and output component. Design a dashboard for “Calculation of the average profit margin, based on different conditions including gross sales, discount and costs”.</p>	20	CO4

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SECTION A

S. No.		Marks	CO
Q1.	Explain Impact of BAO on diverse industries.	4	CO1
Q2.	Explain difference between OLTP vs. OLAP.	4	CO2
Q3.	Explain the “Fact Constellation” Schema.	4	CO2
Q4.	What do you understand by drilling in report? Explain with the help of example.	4	CO3
Q5.	Explain Phased and Incremental BI Roadmap.	4	CO4

SECTION B

Q6.	Explain reference architecture. What is the use of reference architecture in business analytics?	10	CO1
Q7.	Describe business reports and queries in details.	10	CO2
Q8.	Explain Rayport-Jaworski Performance Dashboard and Strategy framework with the help of diagram.	10	CO3
Q9.	Explain CSPs practical approach towards telecom data.	10	CO5
OR			
Q9.	Explain five key Findings that shows how organizations are moving forward with Telecom data.	10	CO5

SECTION-C

Q10.	<p style="text-align: center;"><u>AMC Networks</u></p> <p>Capturing new viewers, predicting ratings and adding value for advertisers in a multi-channel world</p> <p>Overview</p> <p>Dedicated to producing quality programming and movie content for more than 30</p>	20	CO5
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	<p>years, AMC Networks Inc. (NASDAQ: AMCX) owns and operates several of the most popular and award-winning brands in cable television, producing and delivering distinctive, compelling and culturally relevant content that engages audiences across multiple platforms.</p> <p>Business need Cable TV networks may currently be enjoying a “golden age”, but the industry is evolving fast. AMC Networks’ future success depends on truly understanding customer behavior in a multi-channel world.</p> <p>Solution AMC Networks is using IBM analytical tools to uncover new insights into audience preferences and viewing patterns, helping to make smarter scheduling and data-driven marketing decisions.</p> <p>Benefits Analyzing big data in seconds unlocks never-before-seen capabilities, helping to win new viewers and advertisers.</p> <p>Ques. Critically analyze the technical implementation in the above scenario and identify what are the improvement which could be incorporated for optimization.</p>		
Q11.	<p>What do you understand by Sales simulation (what if scenarios). Explain Input and output component. Design a dashboard for “Calculation of the average profit margin, based on different conditions including gross sales, discount and costs”.</p>	20	CO4
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