Seat No./Enrollment No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 2 – EXAMINATION – SUMMER 2026

Subject Code: 4529201 **Date: 09/06/2026**

Subject Name: Business Analytics

Time: 10:30 AM TO 01:30 PM **Total Marks: 70**

Instructions:

1. Attempt all questions.

2. Make suitable assumptions wherever necessary.

3. Figures to the right indicate full marks.

4. Use of simple calculators and non programable scientific calculators are permitted

Q.1 Definitions / terms / explanations / short questions based on concepts of theory/practical **14**

(a) Define Business Analytics.

(b) What is a data lake?

(c) Why we are using social media analytics?

(d) Define KPI with suitable example.

(e) Why do we use business intelligence?

(f) What is business reporting?

(g) How Production and operations analytics support in business decision?

Q.2 Detail Question

(a) What is the need for business analytics in business? Explain different types of business analytics. **07**

(b) Differentiate OLTP v/s OLAP System. **07**

OR

(b) What are the components of BI? Explain any three components in detail. **07**

Q.3 Detail Question

(a) Define digital data. Explain different types of digital data. **07**

(b) Discuss what are the challenges for storing unstructured and semi structured data. **07**

OR

Q.3 Detail Question

(a) What is Data Warehouse? Explain characteristics of data warehousing. **07**

(b) Define data mining. Explain data mining process with diagram. **07**

Q.4 Detail Question

(a) What is Big Data? What are the characteristics of big data. **07**

(b) How can you integrate customer feedback from social media or surveys with website analytics data to gain a more comprehensive understanding of user behavior and preferences? **07**

OR

Q.4 Detail Question

(a) What are the key stages of the business performance management cycle? Explain in detail. **07**

(b) Discuss how sales & marketing analytics support business for future. **07**

Q.5 CASE STUDY:

CASE STUDY: Starbucks' Strategic Use of Data for Expansion and Localization

Starbucks uses advanced geographic information systems (GIS) and analytics to strategically pinpoint the optimal locations for new stores. By evaluating extensive demographic data, performance metrics of existing stores, and competitive landscapes, Starbucks is able to identify sites with the maximum success potential. This systematic approach helps maintain dense market coverage and ensures customer convenience, vital for driving consistent growth. The precision in site selection allows Starbucks to expand its global footprint strategically, optimizing market penetration and maximizing investment returns.

Beyond the strategic site selection, Starbucks extensively uses data analytics to tailor each store to its local context. This involves adapting store layouts, product offerings, and marketing strategies to match local consumer preferences and cultural nuances. By deeply analyzing customer behavior data and feedback within specific locales, Starbucks fine-tunes its offerings to resonate more strongly with local tastes and preferences. This localization strategy not only improves the customer experience but also increases customer loyalty and enhances the strength of the Starbucks brand in diverse markets.

These strategic data analytics applications underscore Starbucks' ability to consistently align its business practices with customer expectations across various regions. By leveraging data-driven insights for macro decisions on new store locations and micro-level adjustments to store-specific offerings, Starbucks ensures its brand remains relevant and preferred worldwide. This comprehensive approach to using data solidifies Starbucks' position as a leader in the global coffeehouse market, renowned for its forward-thinking and customer-centric business model.

(a) What strategic approach starbucks' use for maximum market penetration? **07**

(b) How can Starbucks identify sites with the maximum success potential for new stores? **07**

OR

Q.5 **(a)** How starbucks meet the local consumer preferences? **07**

(b) Which approach help starbucks' position as a leader in the global coffeehouse market? **07**

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