



# SNS College of Technology

Coimbatore – 35



## QUESTION BANK

**Course Code : 23BAE620 / 23BBT602**

**Course Name : Analytics for Everyone**

**Unit : IV Predictive Analytics - I**

### **Questions / Concepts for 2 Marks**

1. Define business analytics
2. What is HiPPO algorithm
3. Define descriptive analytics
4. Define predictive analytics
5. Define prescriptive analytics
6. Define forecasting
7. What are the importance of forecasting
8. Define seasonality
9. Define smoothening in analytics
10. What do you meant by torturing the data

### **Questions / Concepts for 13 / 14 Marks**

1. Explain the framework of predictive analytics
2. Discuss the different types of forecasting with an example
3. Discuss the steps in forecasting
4. Discuss the components of time series analysis
5. Discuss the concept of additive model for forecasting
6. Discuss the concept of multiplicative model for forecasting
7. Discuss the different methods of time series analysis
8. Discuss the concept of exponential smoothening in forecasting
9. Discuss the concept of regression model for forecasting