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POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University.)
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MBA (BA) (SEM - IV)
409 BA- E Commerce Analytics - II
(2020 PATTERN)

SHORT QUESTIONS

- 1) What is ecommerce
- 2) What is ecommerce analytics
- 3) What are the basics of conversion
- 4) Give the conversion optimization process
- 5) What is analytics
- 6) What is visualization
- 7) What is the science behind conversion optimization
- 8) What are the types of customer data to analyse
- 9) What is ecommerce customer analytics lifecycle
- 10) Define the types of customers
- 11) What are the ways of reviewing types of customer analytics
- 12) What is cohort analysis
- 13) What is understanding Voice of the customer analytics
- 14) What is clustering customers
- 15) How to analyse ecommerce orders
- 16) What are the approaches to analyse orders and products
- 17) What is funnel analysis
- 18) What is product brand analysis
- 19) What is performing inventory analysis
- 20) What is understanding engagement mapping and types of attribution
- 21) Define types of data, single channel to omnichannel
- 22) What is integration with data lakes
- 23) What is agile vs waterfall delivery
- 24) What is cluster analysis
- 25) What is social media product analysis