

# **BUSINESS ANALYTICS ASSIGNMENT**

## **Day-25:**

- 1 .What is the role of big data in business analytics?**
  
- 2. Explain the use of decision trees in business analytics.**
  
- 3.What is the role of data governance in business analytics?**
  
- 4. What are "key performance indicators" (KPIs), and how do you select appropriate KPIs for a business?**
  
- 5.Describe the role of natural language processing (NLP) in business analytics.**



**6. How do you approach A/B testing for evaluating the effectiveness of a new feature or campaign?**

**7.Explain the concept of "data lake" and its advantages over traditional data warehousing.**

**8.What is anomaly detection, and how can it be used in business analytics?**

**9.Explain the concept of causal inference and its importance in business analytics.**

**10 .What is the importance of data normalization in analytics?**