# SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

# COLLEGE OF MANAGEMENT

# II MBA-Third Semester

| MB18BA05 | MARKETING ANALYTICS | L | T | P | C |
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**LESSON PLAN**

**LEARNING OBJECTIVES**

1. To acquire knowledge on Data handling using Tableau,SPSS and Power BI
2. To practice Algorithms using SPSS
3. To impart knowledge on Parametric an non-parametric and Trend Analysis

**LEARNING OUTCOMES**

1. Handle Data
2. Project trend using tools
3. Project trend using regression analysis

| S.NO | EXERCISE |
|---|---|
| Unit :I: | **Unit - I** |
| 1 | INTRODUCTION TO TABLEAU |
| 2 | SORT THE DATA'S & ANALYZING IT USING TABLEAU |
| 3 | CREATING A NEW PARAMETER |
| 4 | CREATING DYNAMIC CALCULATIONS USING TABLEAU |
| 5 | TREE MAP & DISPLAY HIERARCHICAL DATA |
| Unit :II: | TABLEAU |
| 6 | PARETO CHART |
| 7 | WORKING WITH MAPS USING TABLEAU |

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| 8 | DASHBOARDS USING TABLEAU |
| 9 | STORY CREATION USING TABLEAU |
| 10 | CALCULATIONS |
| Unit :III: | SPSS |
| 11 | TRENDLINE |
| 12 | ENTERING THE DATA IN SPSS |
| 13 | DATA VISUALIZATION – SPSS - SCATTER PLOT |
| 14 | DESCRIPTIVE STATISTICS – FREQUENCIES IN SPSS |
| 15 | DESCRIPTIVE ANALYSIS – SPSS |
| Unit :IV: | PARAMETRIC AN NON-PARAMETRIC |
| 16 | ONE SAMPLE T – TEST |
| 17 | PAIRED SAMPLE T – TEST |
| 18 | ONE-WAY ANOVA |
| 19 | NON-PARAMETRIC- RUN TEST |
| 20 | CHI- SQUARE TEST |
| Unit :V: | POWER BI |
| 21 | CARD VISUALIZATION USING POWER BI |
| 22 | VISUALIZATION CHART USING POWER BI |
| 23 | CONDITIONAL FORMATTING USING POWER BI |
| 24 | DASHBOARD USING POWER BI |
| 25 | SPATIAL GRAPH IN POWER BI |

**LEARNING RESOURCES**


1. Wayne L.Winston, "Marketing Analytics-Data driven techniques with microsoft" Wiley, 2014.
2. Mike Grigby " Marketing Analytics" 2nd Edition 2018, Kogan page
3. Sorger, Stephan. "Marketing Analytics: Strategic Models and Metrics." Admiral Press/ Create Space, 2013
4. Venkatesan, R., Farris, P., & Wilcox, R. T. Cutting–edge marketing analytics: real world cases and data sets for hands on learning. Pearson Education, 2014.
5. Ashok charan "Marketing analytics-practitioner guide to marketing analytics and Research methods" world scientific,2015.
6. Hadley Wickham, ,Garrett Grolemund, R for Data Science: Import, Tidy Transform,Visualize, and Model Data, Oreilly, 2016.
7. Anil Maheshwari, Data Analytics. McGraw Hill , 2017.
8. Joshua N.Milligan "Learning TABLEAU" 3rd edition, Packt 2019,
9. Lindy Ryan " Visual data story telling with TABLEAU" 1st edition, 2018.


**EVALUATION PATTERN**

Evaluation pattern for the elective courses offered during the 3rd semester as practical course under Management Information Systems (MIS) / Business Analytics (BA).

**Total Class Hours:** (5 Units X 10 Hours): **50 Hours**

**Max Marks: 100**

**MODE OF ASSESSMENT**

Internal Marks= 60 Marks
End Semester Practical Exam = 40 Marks

| **INTERNAL MARKS – SPLIT UP** | | | | |
|---|---|---|---|---|
| **S.No** | **Internal Components** | **Marks** | **Description** | **Question Paper Pattern** |
| 1 | Pre-Practical Examination | 10 | UNIT 1 only<br>Test will be conducted for 20 Marks and converted to 10 Marks. | 2 Exercises from Unit - I * 10 Marks each = 20 Marks |
| 2 | Observation Note book | 15 | 10 Marks to be awarded to each exercise. | The highest marks awarded for the best 15 exercises to be averaged to award 15 Marks |
| 3 | Record Note | 15 | | Marks will be awarded on Successful completion of |

| | | | | |
|---|---|---|---|---|
| | | | | completed record note |
| 4 | Model Examination and Viva-voce | 20 | Exam will be conducted for 40 Marks and converted to 20 Marks | Pattern of Model Exam for 30 Marks<br>Exercises to be given except from first unit. Any 2 Exercises to be attended out of 3, each carries 15 Marks<br>Viva Voce 10 Marks |
| **END SEMESTER UNIVERSITY PRACTICAL EXAM – 40 MARKS** | | | | |
| **S.No** | **Component** | **Marks** | **Description** | **Question Paper Pattern** |
| 1 | University Practical Examination | 30 | 3 Exercises to be given. Any 2 Exercises to be attended out of 3, each carries 15 Marks | Part A<br>(Exercise for 30 Marks) |
| 2 | | 10 | Viva –Voce | Part B (10 Marks) |

**S.Chandran** — **COURSE CO-ORDINATOR**

**Dr. P. Saravanan** — **HEAD –SYSTEMS**

**Dr. V.M. Ponniah** — **DEAN-FOM**

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