

**B.Com.(B.A.) I Sem.**  
**Data Driven Decision Making**  
**Important Topics**

**Unit-I:**

1. What is Data Driven Decision Making? What are the advantages of DDDM?
2. Explain the challenges in becoming Data Driven Organization.
3. Explain the data practices in an organization?
4. What is Organizational Disruption?
5. Write about Pro-Active Data Practitioner.

**Unit-II:**

1. What is Business Analytics? Explain the important principles of Business Analytics.
2. Explain the roles and responsibilities of Data Analyst/Business Analyst.
3. What is Data Driven Decision Making process? Explain the Cultural Barriers and Solutions to Cultural and Cross Functional Barriers.
4. Explain the six steps of Data Driven Decision Making Model.

**Unit-III:**

1. Differentiate SQL and NoSQL.
2. Explain ACID properties
3. What is MongoDB?
4. Write about Python & R
5. What is Bigdata? Explain its key functions in big data technologies
6. Explain Machine Learning and Visualization Tools.
7. What are the tools for Statistical Analysis?

**Unit-IV:**

1. What is Data Life Cycle? Explain the stages in the Data Life Cycle.
2. What are the various ways data enters an organization?
3. What are the types of Data in an organization?

**Unit-V:**

1. What is Requirement Analysis? Explain techniques for requirement gathering.
2. Explain Customer Journey Map.
3. Discuss about 3Vs of data and the ways to data is consumed in big data