

# Unit 10 - Week 8

## Course outline

How does an NPTEL online course work?

week 0

Week 1

Week 2

Week 3

Week 4

week 5

Week 6

Week 7

**Week 8**

Lecture 40:RFM and Market Basket Analysis

Lecture 41:RFM and Market Basket Analysis (Contd.)

Lecture 42:RFM and Market Basket Analysis (Contd.)

Lecture 43:RFM and Market Basket Analysis (Contd.)

Lecture 44:RFM and Market Basket Analysis (Contd.)

Quiz : Assignment 8

Lecture Material

Feedback Form

Week 9

Week 10

Week 11

Week 12

Details Solution

DOWNLOAD VIDEOS

Text Transcripts

Live Interactive Session

## Assignment 8

The due date for submitting this assignment has passed. **Due on 2020-03-25, 23:59 IST.**  
As per our records you have not submitted this assignment.

1) RFM analysis helps companies to take decisions on promotions and offers for selected customer base.

- True
- False

2 points

- a  
 b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

2) Select appropriate statement/statements relevant to RFM.

2 points

- It utilizes objective, numerical scales that yield a concise and informative high-level depiction of customers.
- It is simple – marketers can use it effectively without the need for data scientists or sophisticated software.
- It is intuitive – the output of this segmentation method is easy to understand and interpret.
- All of the above

- a  
 b  
 c  
 d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
d

3) The amount of money spend by the customer will be represented by \_\_\_\_\_

2 points

- Recency
- Frequency
- Monetary
- All of the above

- a  
 b  
 c  
 d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
c

4) RFM is useful for the companies who provide unique products which are not purchased in large quantities.

2 points

- True
- False

- a  
 b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

5) RFM analysis can be useful for companies to track the customer base and build a relationship that can increase sales and productivity.

2 points

- True
- False

- a  
 b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

6) To read a file in table format in R, we use \_\_\_\_\_

2 points

- read ()
- readtable()
- read.table()
- None of the above

- a  
 b  
 c  
 d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
c

7) Function \_\_\_\_\_ is used to convert between character representations and objects of class date

2 points

- date ()
- is.date ()
- as.date ()
- None of the above

- a  
 b  
 c  
 d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
c

8) Market basket analysis is a data mining technique used by retailers to increase sales by better understanding customer co-purchasing patterns.

2 points

- True
- False

- a  
 b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

9) \_\_\_\_\_ algorithm is useful in mining frequent item sets and relevant association rules.

2 points

- Decision Tree
- Regression
- Linear programming
- Apriori algorithm

- a  
 b  
 c  
 d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
d

10) Function \_\_\_\_\_ is used to create an item frequency bar plot for inspecting the item frequency distribution for objects

2 points

- itemFrequencyPlot()
- frequency plot()
- hist()
- similarity()

- a  
 b  
 c  
 d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a