Assignment 8

You are the data scientist working on this assignment.

Assignment Details:

1. RFM analysis helps companies take decisions on promotions and offers for their customers. Two of them are:
   - True
   - False

   No. of steps to complete: 2
   accepted answer: True

2. Select appropriate measurement intervals for RFM:
   - a. habituation
   - b. amount
   - c. monetary
   - d. activity

   No. of steps to complete: 4
   accepted answer: Activity

3. The amount of money spent by the customer will be represented by:
   - a. Monetary
   - b. Frequency
   - c. Activity
   - d. All of the above

   No. of steps to complete: 2
   accepted answer: Monetary

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

   No. of steps to complete: 2
   accepted answer: False

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

   No. of steps to complete: 2
   accepted answer: True

6. To rank the data table above in order, we use:
   - a. rank
   - b. compile
   - c. evaluate
   - d. sort

   No. of steps to complete: 2
   accepted answer: sort

7. Function _________ is used to contrast between character representations and objects of the data:
   - a. recode
   - b. store
   - c. code
   - d. code

   No. of steps to complete: 2
   accepted answer: recode

8. The function is required, which is an indicator of:
   - a. customer satisfaction
   - b. customer loyalty
   - c. customer retention
   - d. customer behavior

   No. of steps to complete: 2
   accepted answer: customer retention

9. Market basket analysis is a data-mining technique used by retailers to increase sales by designing marketing campaigns or by purchasing products:
   - a. True
   - b. False

   No. of steps to complete: 2
   accepted answer: True

10. The algorithm is useful in mining Frequent item sets and obtain association rules:
   - a. Decision Tree
   - b. Regression
   - c. Linear Programming
   - d. Association

   No. of steps to complete: 2
   accepted answer: Association

Due on 2020-10-25, 23:59 IST.