



# ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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**END SEMESTER EXAMINATION –NOV/DEC 2025**

**COMPUTER SCIENCE – III SEMESTER BCA**

**25BCA36.2: DATA SCIENCE - BASICS OF DATA ANALYTICS**

**USING SPREADSHEET**

**Time: 1 Hour 30 Minutes**

**Max. Marks: 40**

**Instruction:** *Answer should be written completely in English.*

## **SECTION - A**

Answer any **TWO** questions. Each question carries **TWO** marks.

**(2X2=4)**

1. Name the different types of Data Analysis.
2. What is Data Cleaning? Explain with examples.
3. How IF and IFS differ from each other.
4. Define "Customer Lifetime Value (CLV)" in the context of marketing analytics.

## **SECTION - B**

Answer any **FOUR** questions. Each question carries **FIVE** marks.

**(4X5=20)**

5. Write short notes on structured, semi-structured, and unstructured data with examples.
6. Explain why data preprocessing (data collection, cleaning, transformation) is crucial before performing data analytics.
7. What are outliers? Describe two common methods and impacts used to identify them.
8. Simply define the ethical considerations that should be taken from the side of a developer.
9. Distinguish between TRIM and CLEAN.
10. Explain how data analytics helps in improving customer retention in marketing.

## **SECTION - C**

Answer any **TWO** questions. Each question carries **EIGHT** marks.

**(2X8=16)**

11. Explain how data analytics can transform decision-making in the education sector.
12. Mention the methods of Handling Missing Data and Outliers.
13. List out the features, real time application and evaluate a problem for the given Spreadsheet Functions below.
  1. AVERAGEIFS
  2. COUNTIFS
  3. SUMIFS
  4. RANK
14. Describe how customer segmentation through data analytics benefits companies like Amazon or Netflix.

