

DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

Academic Year 2024 – 2025 (Even Semester)

Degree, Semester & Branch: B.Tech, VI & Artificial Intelligence and Data Science

Course Code & Title: CCW331 & Business Analytics

Name of the Faculty Member: Mrs.C.Karpagavalli, AP/AD

INNOVATIVE PRACTICE

- ❖ **Unit / Topic:** Unit - 5 / Predictive analytics for customer behavior in marketing and sales
- ❖ **Course Outcome:** CO5
- ❖ **Topic Learning Outcome:** TLO33
- ❖ **Activity Chosen:** Think Pair Share

PREDICTIVE ANALYTICS FOR CUSTOMER BEHAVIOR IN MARKETING AND SALES:



Benefits of Predictive Analytics for Customer Behavior



Justification:

As part of the think-pair-share method of collaborative learning, students are involved to think individually and sharing their understanding of a topic with their classmates.

- **Step 1 (5 Minutes)**

Team of students pay attention to the instructor's question.

- **Step 2: (10 minutes)**

Students think about the given topic and then write their responses.

- **Step 3: (15 minutes)**

Students discuss their response with their peers.

- **Step 4: (15 minutes)**

Students share their thoughts and ideas with the whole class.

- **Time Allotted for the Activity:** 45 minutes

- **Details of the Implementation:**

- Think-Pair-Share, a Collaborative active learning practice, conducted for III AI &DS students, in which students work on a question posed by instructor.

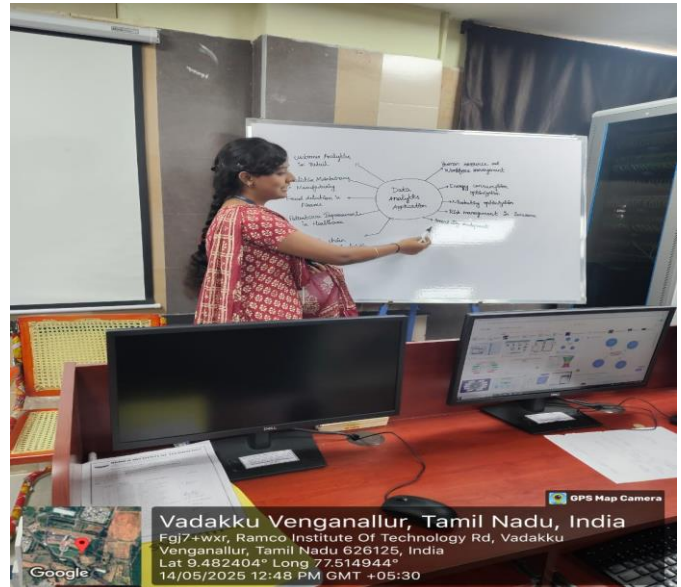
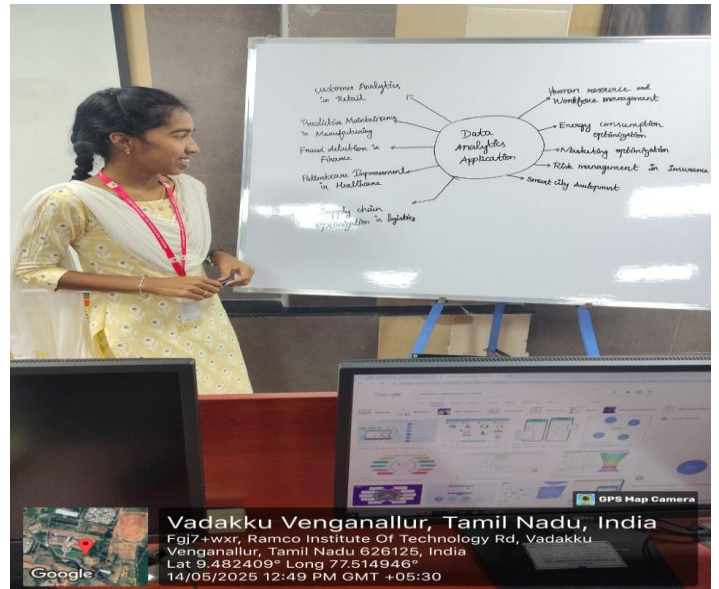
T (Think): Students think about the given topic Master-Slave Replication individually and then write the responses.

P (Pair): Each student is paired with their peers or groups to discuss the concepts of Master-Slave Replication.

S (Share): Students discussed with their peers and expand the share to the whole class discussion.

Ms. M.Sujitha and Ms.Harshini S.G of III AI & DS shared their views to the whole class.

• Glimpses:



Reflective Critique:

❖ Feedback of practice from students and other stakeholders:

- Students felt they had adequate time to think critically.
- Students felt this activity provides a chance to collaborate in groups.

❖ Benefit of the practice: (E.g.: Outcome attainment would have increased due to innovative practice over conventional practice)

- Students share the concept ideas with their peers that helps to build communication skills.
- Students can be able to get more clarity in the particular topic through discussion and sharing their views with the other students in the class.

❖ Challenges faced in implementation:

- Students may not have enough time to independently reflect before delivering their ideas, depending on the time limits.

References:

- ❖ <https://www.wgu.edu/heyteach/article/how-think-pair-share-activity-can-improve-your-classroom-discussions1704.html>
- ❖ <https://www.structural-learning.com/post/think-pair-share-a-teachers-guide>
- ❖ <https://www.uopeople.edu/blog/think-pair-share/>



DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

Academic Year: 2024- 2025 (Even Semester)

FEEDBACK

Active Learning Best practices: Think pair Share - Cooperative Learning Technique

Degree, Semester & Branch: B.Tech. VI & Artificial Intelligence and Data Science

Course Code & Title: - CCW331- Business Analytics

Name of the Faculty member: Mrs.C.Karpagavalli , AP/AI & DS

Topic of discussion: Machine Learning for Predictive Analytics

Topics Covered: Unit- V

Date and Time: 14.05.2025 & 12.20 P.M to 01.05 P.M

Google form Link: <https://forms.gle/BFVa83sH6pBtn7QYA>

Feedback Questions:

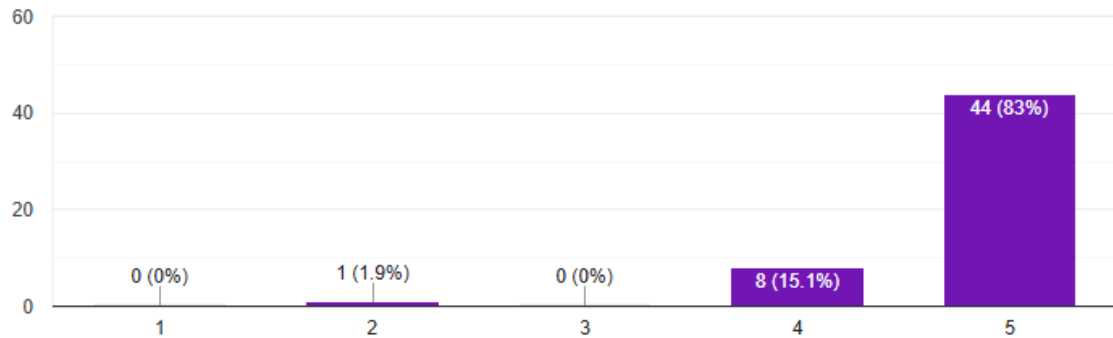
1. How effectively was the innovative practice plan implemented?
Excellent Good Satisfactory
2. Did the plan align with your expectations?
Yes No
3. How well did you understand the objectives and purpose of the innovative practice plan?
1 2 3 4 5
4. Were the necessary resources and support provided for successful implementation?
Yes No
5. Did you notice any specific benefits or changes resulting from the plan?
Yes No
6. How engaged were you throughout the practice plan?
1 2 3 4 5
7. Did the plan provide opportunities for active participation and collaboration?
Yes No

Feedback Analysis:

How well did you understand the objectives and purpose of the innovative practice plan?

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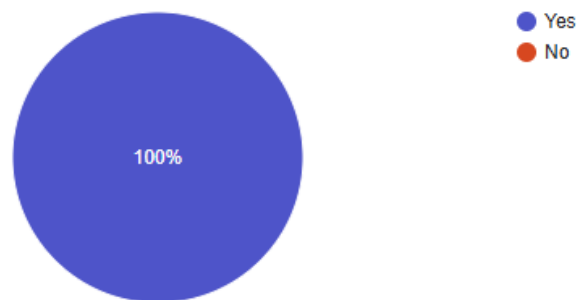
53 responses



Did the plan align with your expectations?

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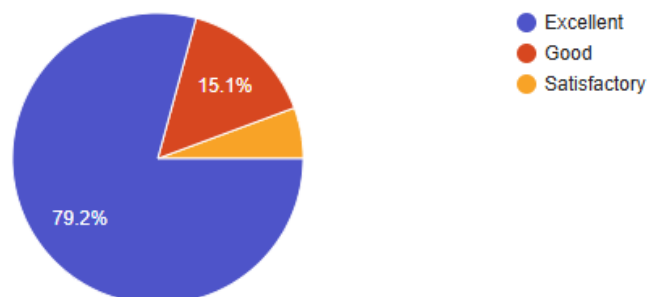
53 responses



How effectively was the innovative practice plan implemented?

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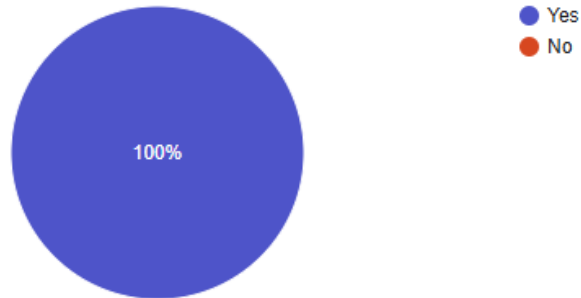
53 responses



Were the necessary resources and support provided for successful implementation?

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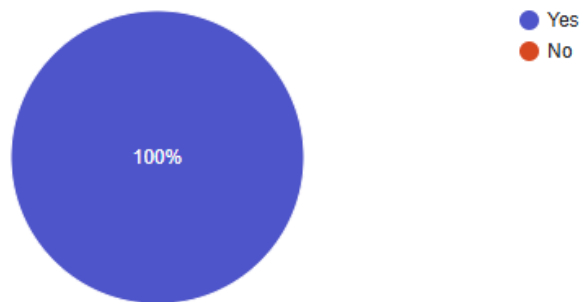
53 responses



Did you notice any specific benefits or changes resulting from the plan?

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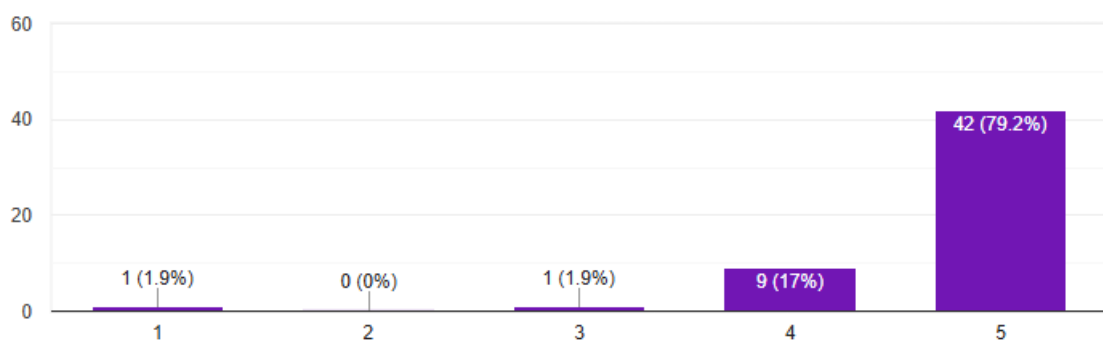
53 responses



How engaged were you throughout the practice plan?

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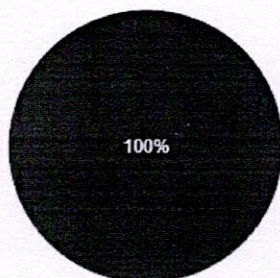
53 responses



Did the plan provide opportunities for active participation and collaboration?

53 responses

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● Yes
● No

CK
16/5/25

Signature of the Faculty Member

Wah
16/5

HoD/AD