

ACTS CDAC Delhi, PG-DBDA March 2022

Practice Set-2 Data Visualization: Analysis & Reporting

1. Which of the following is/are correct types of data?

- A. Semi-structured
- B. unstructured data
- C. Both a and b
- D. Semi data

2. What are the challenges to developing BI with semi-structured or unstructured data?

- A. unstructured data is stored in a huge variety of formats
- B. there is a need to develop a standardized terminology
- C. Both a and b
- D. Problem of format and terminology is just with unstructured data and not semi structured data.

3. _____ in business intelligence allows huge data and reports to be read in a single graphical interface

- A. Reports
- B. OLAP
- C. Dashboard
- D. Warehouse

4. What makes BI 2.0 different?

- A. Dynamic querying of real-time corporate data
- B. Unstructured data is taken care of.
- C. Both a and b
- D. Semi structured data is taken care of

5. What is Data-Based Knowledge.

- A. Knowledge derived from data through the use of Business Intelligence Tools and the process of Data Warehousing
- B. Knowledge derived from data through the use of Business Intelligence Tools
- C. Knowledge derived from data only
- D. Both a and c

6. Which of the following are benefits or use of BI?

- A. With BI, firms can identify their most profitable customers
- B. Quickly detect warranty-reported problems to minimize the impact of
- C. Data mining
- D. Both a and b

7. Which of the following BI technique can predict value for a specific data item attribute?

- A. Predictive modelling
- B. modeling
- C. Predictive value
- D. Association

8. How many types of BI users are there?

- A. 2
- B. 3
- C. 4
- D. 5

9. Which of the following statement is true about Business Intelligence?

- A. BI convert raw data into meaningful information
- B. BI has a direct impact on organization's strategic, tactical and operational business decisions.
- C. BI tools perform data analysis and create reports, summaries, dashboards, maps, graphs and charts
- D. All of the above

10. KPI stands for?

- A. Key Performance Indicators
- B. Key Performance Identifier
- C. Key Processes Identifier
- D. Key Processes Indicators

11. is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. MIS
- B. DIS
- C. EIS
- D. CIS

12.Which of the following areas are affected by BI?

- A. Revenue
- B. CRM
- C. Sales
- D. CPM

13. Business intelligence (BI) is a broad category of application programs which includes

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- A. Decision support
 - B. Data Mining
 - C. OLAP
 - D. All of the above

14. _____ is a system where operations like data extraction, transformation and loading operations are executed.

- A. Data staging
- B. Data integration
- C. ETL
- D. None of the above

15. Business intelligence equips enterprises to gain business advantage from data

- A. TRUE
- B. FALSE
- C. Can be true or false
- D. Can not say

16. BI is a category of database software that provides an interface to help users quickly and interactively scrutinize the results in a variety of dimensions of the data.

- A. TRUE
- B. FALSE
- C. Can be true or false
- D. Can not say

17. Data Analysis is a process of?

- A. inspecting data
- B. cleaning data
- C. transforming data
- D. All of the above

18. Which of the following is not a major data analysis approaches?

- A. Data Mining
- B. Predictive Intelligence
- C. Business Intelligence
- D. Text Analytics

19. The goal of business intelligence is to allow easy interpretation of large volumes of data to identify new opportunities.

- A. TRUE
- B. FALSE
- C. Can be true or false
- D. Can not say

20. What is true about Data Visualization?

- A. Data Visualization is used to communicate information clearly and efficiently to users by the usage of information graphics such as tables and charts.
- B. Data Visualization helps users in analyzing a large amount of data in a simpler way.
- C. Data Visualization makes complex data more accessible, understandable, and usable.
- D. All of the above

21. Data can be visualized using?

- A. graphs
- B. charts
- C. maps
- D. All of the above

22. Which of the following function will use to find the highest number in a series of number?

- A. MAX(B1:B3)
- B. MAXIMUM (B1:B3)
- C. HIGH (B1:B3)
- D. HIGHEST(B1:B3)

23. Data visualization is also an element of the broader _____.

- A. deliver presentation architecture
- B. data presentation architecture
- C. dataset presentation architecture
- D. data process architecture

24. Which method shows hierarchical data in a nested format?

- E. Treemaps
- F. Scatter plots
- G. Population pyramids
- H. Area charts

25. Which of the following is false?

- A. data visualization include the ability to absorb information quickly
- B. Data visualization is another form of visual art
- C. **Data visualization** decrease the insights and take solver decisions
- D. None Of the above

26. Common use cases for data visualization include?

- A. Politics
- B. Sales and marketing
- C. Healthcare
- D. **All of the** above

27. Unstructured data can come from which of the following?

- A. Facebook
- B. Facebook
- C. Presentations
- D. **All of these** are correct.

28. An example of structured data is _____.

- A. **age information**
- B. reason for a customer complaint
- C. customer reviews
- D. pictures of the good/service

29. Business intelligence (BI) is a broad category of application programs which

includes _

- A. Decision support
- B. Data mining
- C. OLAP
- D. All of the mentioned

30. BI can catalyze a business's success in terms of _

- A. Distinguish the products and services that drive revenues
- B. Rank customers and locations based on profitability
- C. Ranks customers and locations based on probability
- D. All of the mentioned

31. Which of the following areas are affected by BI?

- A. Revenue
- B. CRM
- C. Sales
- D. All of the mentioned

32. _____ is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. Data warehouse
- B. MIS
- C. EIS
- D. All of the mentioned

33. A group of cells is called a _____.

- A. cell cluster
- B. cell range
- C. multicell
- D. chart

34. How do you display current date only in MS Excel?

- A. Date ()
- B. Today ()
- C. Now ()
- D. Time ()

35. What does COUNTA () function do?

- A. Counts cells having alphabets
- B. Counts empty cells
- C. Counts cells having number
- D. Counts non-empty cells

36. In the formula, which symbol specifies the fixed columns or rows?

- A. \$
- B. *
- C. %
- D. ;

37. A circular reference is

- A. Geometric modeling tool
- B. A cell that points to a drawing object
- C. A formula that either directly or indirectly depends on itself
- D. Always erroneous

38. A worksheet can have a maximum of _____ number of rows.

- A. 256
- B. 1024
- C. 65535
- D. 1048576

39. The most common subtotal used Subtotals command is the __ function, which causes Excel to display a sum each time the control field change.

- A. ADD
- B. SUM
- C. TOTAL
- D. LIST

40. Which is an example of a formula?

- A. =A1+A2
- B. =add(A1:A2)
- C. A1+A2
- D. SUM(A1:A2)

41. Which of the following is correct?

- A. =AVERAGE(4, 5, 6, 7)
- B. =AVERAGE(A1, B1, C1)
- C. =AVERAGE(A1:A9, B1:B9)
- D. =All of the above

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