VR17 Reg. No: ☐☐☐☐☐☐☐☐☐☐

VELAGAPUDI RAMAKRISHNA

SIDDHARTHA ENGINEERING COLLEGE
(AUTONOMOUS)

III/IV B.Tech. DEGREE EXAMINATION, OCTOBER, 2020

Sixth Semester

INFORMATION TECHNOLOGY

<u>17IT2605B DATA VISUALIZATION</u>

Time: 3hours   *Max. Marks: 70*

Part-A is compulsory

Answer One Question from each Unit of Part-B

Answer to any single question or its part shall be written at one place only

PART-A

10 x 1 = 10M

1. a. Comment on 'Tableau as a BI tool'.

    b. State the benefits of visualization.

    c. List the roles and responsibilities of a data scientist.

    d. Compare histogram with a bar chart.

    e. Give an example of part to whole relationship.

    f. State the factors contributing to a good visualization design.

    g. List the tools used in mapping.

    h. Which chart will you use to represent continuous data?

    i. List the databases which can be connected to Tableau.

    j. Differentiate between measure and dimension.

PART-B

4 x 15 = 60M

UNIT-I

2. Define visualization and illustrate data visualization methodology in detail.   **15M**

(or)

3. a. Differentiate between emotive and abstract with respect to visualization tone.   **7M**

    b. Discuss the key factors surrounding a visualization project.   **8M**

UNIT-II

4. a. How to use right visualization for a dataset out of many available options?   **7M**

    b. Discuss in detail about the visualization anatomy of data presentation.   **8M**

(or)

5. Compare and contrast various visualization chart types.   **15M**

UNIT-III

6. a. Discuss about the tools used in mapping.   **7M**

    b. Elaborate on the various programming environments that aid visualization design.   **8M**

(or)

7. Discuss the process of constructing and evaluating design solution.   **15M**

UNIT-IV

8. a. Explain about aggregation in Tableau with the help of an example.   **7M**

    b. How encoding helps to map data to visual representations?   **8M**

(or)

9. a. Discuss about date hierarchies in Tableau.   **8M**
    b. Explain how data is connected in Tableau.   **7M**

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