COVID – 19 (ONLINE EXAMINATION)

DSVV

देव संस्कृति विश्वविद्यालय

शान्तिकुन्ज, हरिद्वार

आन्तरिक मूल्यांकन परीक्षा – INTERNAL EVALUATION TEST

उत्तर-पुस्तिका

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लघूत्तरीय A) Short Answer Type		योग/Total
1	2	
दीर्घ उत्तरीय B) Long Answer Type		
1		
कुल योग अंकों में / TOTAL IN DIGITS		
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परीक्षार्थी के हस्ताक्षर
Signature of student's

परीक्षक के हस्ताक्षर
Signature of Examiner

Short Answer type Question:-

Q1. Explain Data mart with suitable example in terms of Data mining.

A.

- The concept of a data mart is causing a lot of excitement and attracts much attention in the data warehouse industry.
- Mostly, data marts are presented as an alternative to a data warehouse that takes significantly less time and money to build. However, the term data mart means different things to different people.
- The data mart is directed at a partions of data (often called a subject area) that is created for the use of a dedicated group of users.
- A data mart might, in fact be a set of denormalized, summarized or aggregated data. In most instances, however, the data mart is physically separate store user group.
- The predictive capacity of data mining has changed the design of business startegies.

These are some examples of data mining.

- Marketing. Data mining is used to explore increasingly large database and to improve market segmentation. By analysing the relationships between parameters such as customer age, gender, tastes, etc.

- Retail:- Supermarkets, for example, use joint purchasing patterns to identify product associations and decide how to place them in the aisles and on the shelves. Data mining also detects which offers are most valued by customers.

- Banking: Bank use data mining to better understand market risks. e

- It is commonly applied to credit rating and to intelligent anti-fraud System to analyse transactions, card transactions, purchasing patterns and customer financial data.

Q9. What do you mean by OLAP?

A. OLAP (Online abianalytical processing) is a computing method that enables users to easily and selectively extract and query data in order to analyze it from different points of view.

- OLAP business intelligence queries often aid in trends analysis, financial reporting sales forecasting budgeting and other planning purpose

How OLAP System work

- To facilitate this kind of analysis, data is collected from multiple data source and stored in data warehouse then cleansed and organized into data cubes.

- Each OLAP cube contains data categorized by dimensions (such as customers, geographic sales region and time period) derived by dimensional tables in the data warehouse

There are five types of OLAP

- Roll up:- Also known a consolidation, or drill-up this operation summarize the data along the dimensions.
- Drill-down. This allows analysts to navigate deepes among the dimensions of data along example drilling down from "time period" to Year's and months to chart sales growth for a product
- Slice. This enables an analyst to take one level of information for display, such as "Sales in 2014")
- Dice:- This allows an analyst to select data from multiple dimensions to analyze, such as "Sales of blue beach balls in down in 2014"
- Pivot. Analysts can gain a new of data by rotating the data axes of the cube.

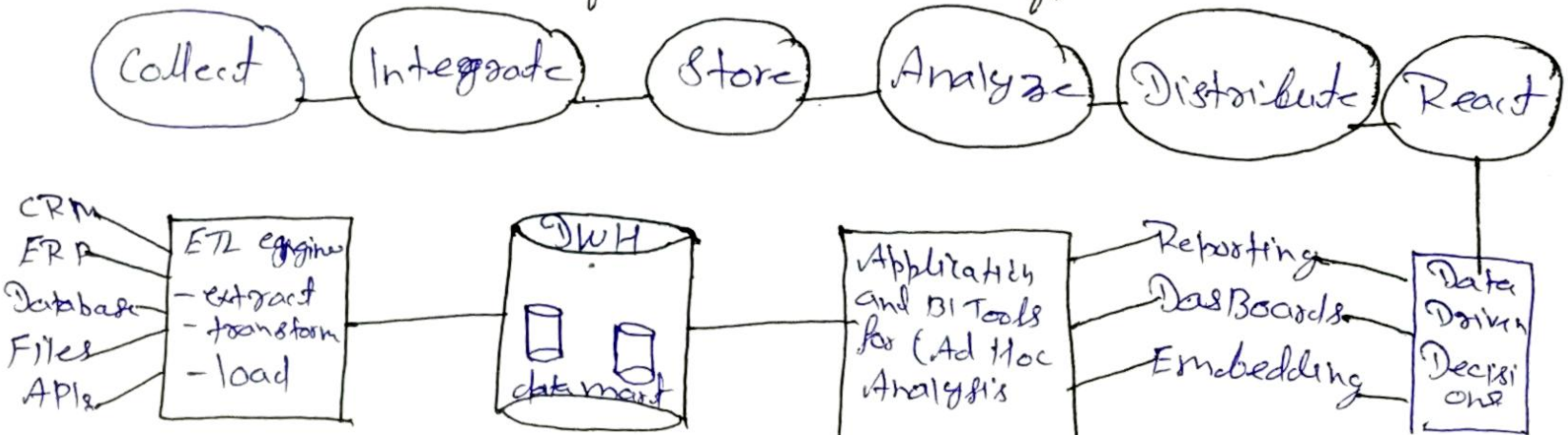
Long type Question:

1. What is data warehousing and Business Intelligence?

- Data warehousing and business intelligence are terms used to describe the process of storing all the company's data in internal or external database from various source with the focus on analysis, and generating actionable insights online BI tools.

- One without the other wouldn't function, and we will now explain premises that surround their framework by using a BI architecture digram to fully understand how data warehouse enhances the BI processes.

- A solid BI architecture framework consists of:



There are Seven major Components of data warehousing:

i) Data Warehouse Storage:-

At its core, the data warehouse is a database that storess all enterprise data makes it accessible for reporting in a simplified and optimized manner. Naturally, this means you need to decide on which type of database you will use to store your data warehouse.

- There are four basic types of database you can for this purpose.

ii) Typical Relational Databases:-

These are the row based databases you probably use on a day-today basis and include Microsoft SQL, SAP, Oracle, and IBM DB2.

- Common relational database are usally used for transactional systems but you can use multiple database running in parallel to serve are. Collective storage for your data warehouse. making your repository highly scalable

iii) Analytic Databases: These are databases, specifically designed for the storage of data to maintain and manage analytic, are commonly used as data warehouse storage.

iv) Data warehouse Appliances:- Not exactly a type of storage, numerous vendors now provide appliances which provided both software to manage the data warehouse and hardware storage.

v) Cloud-hosted Databases:- With the increasing focus on cloud, databases too can be hosted and accessed on the cloud, meaning that you don't need to purchase hardware to install your data warehouse.

2. Data warehouse Access tools: At the backend, the data warehouse is built on top a database or collections of data base.

3. Data warehouse Management: A data warehouse spans the enterprise.

4. Information Delivery System: The information delivery component is used to enable the process of subscribing of data warehouse information.

5. Data Marts:- The concept of a data mart is causing a lot of excitement and attracts much attention in the data warehouse

6. Access Tools:- The principal purpose of data warehousing is to provide information to business.

7. Meta data:- Meta data is data about data that describes the data warehouse.