Data Visualization MCQ Questions and Answer PDF  
1. Which of these are considered secondary data?

1. Data from a Youtube interview

2. Data from the textbook

3. All of the above

4. None of the above  
Answer: All of the above

2. BI can catalyze a business’s success in terms of \_\_\_\_\_\_\_\_

1. Ranks customers and locations based on probability

2. Rank customers and locations based on profitability

3. Distinguish the products and services that drive revenues

4. All of the mentioned  
Answer: All of the mentioned

3. Which of these are considered primary data?

1. Doing an environment perception survey

2. Counting pedestrians by the street

3. Asking a friend to fill out a survey

4. All Of above  
Answer: All of above

4. How many types of BI users are there?

1. Two - The head of the company, The Business Users

2. Four: The Professional Data Analyst, The IT users, The head of the company, The  
Business Users

3. One- The Business Users

4. Three-The IT users, The head of the company, The Business Users  
Answer: Four: The Professional Data Analyst, The IT users, The head of the company,  
The Business Users

5. \_\_\_\_\_\_\_\_\_\_\_\_ in business intelligence allows huge data and reports to be read in  
a single graphical interface.

1. Reports

2. Warehouse

3. OLAP

4. Dashboard  
Answer: Dashboard

6. Often, Where do the BI applications gather data from?

1. Data mart

2. Data warehouse

3. Both Data Warehouse and Datamart

4. Database  
Answer: Both Data Warehouse and Datamart

7. The process of studying data is called \_\_\_\_\_\_\_\_\_

1. Data Collection

2. Data Analysis

3. Data Visualization

4. All of the above  
Answer: Data Analysis

8. \_\_\_\_\_\_\_\_ are drawn with respect to the histogram created?

1. Frequency polygon

2. box plot

3. bar plot

4. None of above  
Answer: Frequency polygon

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

1. BI has a direct impact on organization's strategic, tactical and operational business  
decisions

2. BI convert raw data into meaningful information

3. BI tools perform data analysis and create reports, summaries, dashboards, maps,  
graphs, and charts

4. All of the above

Answer: All of above

10. What does a typical BI environment comprise of?

1. Data mart

2. Data warehouse

3. OLAP TOOLs

4. All of these  
Answer: All of these

11. KPI stands for?

1. Key Performance Identifier

2. Key Performance Indicators

3. Key Processes Identifier

4. Key Processes Indicator  
Answer: Key Performance Indicator

12. Identify the right type of chart using the following hints.  
Hint 1: This chart is often used to visualize a trend in data over intervals of time.

Hint 2: The line in this type of chart is often drawn chronologically.

1. Bar chart

2. Pie chart

3. Line chart

4. Scatter plot  
Answer: Line chart

13. Which of the following are direct benefits of Business Intelligence?

1. Delivers data mining functionality

2. Decision making

3. Artificial intelligence

4. All of the above  
Answer: Decision making

14. Which of the following are BI tools?

1. Siebel

2. Qlik

3. Cognos

4. All of the above  
Answer: All of the above