

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Programme: MBA

Faculty of Management Studies
End Sem Examination Dec 2024
MS5EB01 Data Driven Business Insights

Branch/Specialisation: Business Analytics

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

		Marks	BL	PO	CO	PSO
Q.1	i.	What is the main purpose of data analytics?	1	1	1	1
	(a)	Predict future trends				
	(b)	Analyze patterns				
	(c)	Extract insights from data				
	(d)	All of these				
ii.	What is the primary use of a box plot?	1	1	1	1	
	(a)	Analyzing trends				
	(b)	Summarizing the distribution of a dataset				
	(c)	Comparing proportions				
	(d)	Creating geographical maps				
iii.	Which type of join includes all rows from the left table and matches rows from the right table?	1	2	2	2	
	(a) Inner join	(b) Left join				
	(c) Right join	(d) Full outer join				
iv.	What is a histogram used for?	1	1	1	2	
	(a)	Visualizing trends over time				
	(b)	Comparing categorical data				
	(c)	Showing the frequency distribution of a dataset				
	(d)	Analyzing relationships				
v.	The EXCLUDE LOD expression removes:	1	2	3	3	
	(a)	Dimensions from the view				
	(b)	Measures from calculations				
	(c)	Filters from dashboards				
	(d)	Fields from the dataset				

	[2]		[3]
vi.	Packed bubble charts are best for visualizing: (a) Hierarchical relationships (b) Data proportions with emphasis on volume (c) Trends over time (d) Statistical analysis	1 2 3 3	ii. Describe the use and benefits of dual-axis charts in Tableau. 7 2 2 2
vii.	What is the first step in creating a report in Power BI? (a) Creating visualizations (b) Connecting to a data source (c) Applying filters (d) Publishing the report	1 2 2 4	OR iii. Discuss the importance of storytelling in Tableau with an example of a business use case. 7 3 3 2
viii.	Which of the following is NOT a core component of the Power BI platform? (a) Power BI desktop (b) Power BI service (c) Power BI gateway (d) Tableau server	1 1 2 4	Q.4 i. Compare and contrast INCLUDE and EXCLUDE LOD expressions with examples. 4 2 2 3 ii. Explain how Pareto charts can help identify key contributors to a business problem. 6 3 2 3
ix.	Which AI visual in Power BI helps identify key influencers of a metric? (a) Q & A visual (b) Decomposition tree (c) Key influencers visual (d) Smart narrative visual	1 3 2 5	OR iii. Describe the steps to create a packed bubble chart in Tableau and its use cases. 6 3 3 3
x.	What is required to set up scheduled data refresh in Power BI? (a) Power BI desktop (b) A Power BI gateway (c) SQL server (d) A Premium license	1 2 2 5	Q.5 i. Compare Power BI with Tableau and Excel in terms of visualization, ease of use, and collaboration features. 4 2 2 4 ii. Discuss the importance of proper data modelling and its impact on report performance. 6 2 3 4
Q.2	i. Explain why data visualisation is required? ii. What are the steps to get started with Tableau for creating visualizations?	4 2 1 1 6 2 1 1	OR iii. Explain the difference between calculated columns, measures, and calculated tables with examples. 6 2 2 4
OR	iii. Describe how maps can be used in Tableau to represent hierarchical data.	6 2 2 1	Q.6 Attempt any two: i. Discuss the role of AI visuals in Power BI with an example of how the key influencers visual can be used. 5 3 2 5 ii. What are the advantages of using bookmarks in Power BI reports? Provide an example use case. 5 2 3 5 iii. Explain the best practices for designing Power BI dashboards to ensure they are user-friendly and impactful. 5 2 3 5
Q.3	i. What are calculated fields in Tableau? How are they created?	3 3 2 2	*****

Marking Scheme
MS5EB01 Data Driven Business Insights

		Marks	Example	1 mark	
Q.1	i. What is the main purpose of data analytics? d) All of the above	1	OR iii. Importance of storytelling in Tableau example of a business use case.	5 marks 2 marks	7
	ii. What is the primary use of a box plot? b) Summarizing the distribution of a dataset	1			
	iii. Which type of join includes all rows from the left table and matches rows from the right table? b) Left join	1			
	iv. What is a histogram used for? (a) c) Showing the frequency distribution of a dataset	1	Q.4 i. INCLUDE LOD expressions with examples. EXCLUDE LOD expressions with examples.	2 marks 2 marks	4
	v. The EXCLUDE LOD expression removes: a) Dimensions from the view	1	ii. Pareto charts can help identify key contributors business problem.	4 marks 2 marks	6
	vi. Packed bubble charts are best for visualizing: b) Data proportions with emphasis on volume	1	OR iii. Describe the steps to create a packed bubble chart in Tableau and its use cases.	1.5 mark for each step (1.5 mark * 4)	6
	vii. What is the first step in creating a report in Power BI? b) Connecting to a data source	1			
	viii. Which of the following is NOT a core component of the Power BI platform? d) Tableau Server	1	Q.5 i. Compare Power BI with Tableau and Excel in terms of visualization, ease of use, and collaboration features. As per explanation	4	
	ix. Which AI visual in Power BI helps identify key influencers of a metric? c) Key Influencers visual	1	ii. Discuss the importance of proper data modelling its impact on report performance.	3 marks 3 marks	6
	x. What is required to set up scheduled data refresh in Power BI? b) A Power BI Gateway	1	OR iii. Explain the difference between calculated columns, measures, and calculated tables with examples.	6	
Q.2	i. Explain why data visualisation is required? 1 mark for each point (1 mark * 4)	4	Q.6 Attempt any two: i. Discuss the role of AI visuals in Power BI with an example how the key influencers visual can be used.	3 marks 2 marks	5
	ii. Steps to get started with Tableau for creating visualizations 1.5 mark for each step (1.5 mark * 4)	6	ii. Advantages of using bookmarks in Power BI reports	3 marks	5
OR	iii. Describe how maps can be used in Tableau to represent hierarchical data. Theory Example	6	Provide an example use case.	2 marks	
Q.3	i. What are calculated fields in Tableau? How are they created?	2 marks 1 mark	iii. Explain the best practices for designing Power BI dashboards to ensure they are user-friendly and impactful. As per explanation	5	
	ii. Describe the use and benefits of dual-axis charts in Tableau. 1 mark for each point (1 mark * 6)	6 marks			
