

Enrollment No.....



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

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vi.	Packed bubble charts are best for visualizing:	1	2	3	3
	(a) Hierarchical relationships				
	(b) Data proportions with emphasis on volume				
	(c) Trends over time				
	(d) Statistical analysis				
vii.	What is the first step in creating a report in Power BI?	1	2	2	4
	(a) Creating visualizations				
	(b) Connecting to a data source				
	(c) Applying filters				
	(d) Publishing the report				
viii.	Which of the following is NOT a core component of the Power BI platform?	1	1	2	4
	(a) Power BI desktop				
	(b) Power BI service				
	(c) Power BI gateway				
	(d) Tableau server				
ix.	Which AI visual in Power BI helps identify key influencers of a metric?	1	3	2	5
	(a) Q & A visual				
	(b) Decomposition tree				
	(c) Key influencers visual				
	(d) Smart narrative visual				
x.	What is required to set up scheduled data refresh in Power BI?	1	2	2	5
	(a) Power BI desktop				
	(b) A Power BI gateway				
	(c) SQL server				
	(d) A Premium license				
Q.2	i. Explain why data visualisation is required?	4	2	1	1
	ii. What are the steps to get started with Tableau for creating visualizations?	6	2	1	1
OR	iii. Describe how maps can be used in Tableau to represent hierarchical data.	6	2	2	1
Q.3	i. What are calculated fields in Tableau? How are they created?	3	3	2	2

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	ii.	Describe the use and benefits of dual-axis charts in Tableau.	7	2	2	2
OR	iii.	Discuss the importance of storytelling in Tableau with an example of a business use case.	7	3	3	2
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
OR	iii.	Describe the steps to create a packed bubble chart in Tableau and its use cases.	6	3	3	3
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
OR	iii.	Explain the difference between calculated columns, measures, and calculated tables with examples.	6	2	2	4
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

Marking Scheme

MS5EB01 Data Driven Business Insights

			Marks
Q.1	i. What is the main purpose of data analytics? d) All of the above		1
	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
	v. The EXCLUDE LOD expression removes: a) Dimensions from the view		1
	vi. Packed bubble charts are best for visualizing: b) Data proportions with emphasis on volume		1
	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
	ix. Which AI visual in Power BI helps identify key influencers of a metric? c) Key Influencers visual		1
	x. What is required to set up scheduled data refresh in Power BI? b) A Power BI Gateway		1
Q.2	i. Explain why data visualisation is required? 1 mark for each point (1 mark * 4)		4
	ii. Steps to get started with Tableau for creating visualizations 1.5 mark for each step (1.5 mark * 4)		6
OR	iii. Describe how maps can be used in Tableau to represent hierarchical data. Theory Example	4 marks	6
Q.3	i. What are calculated fields in Tableau? How are they created?	2 marks 1 mark	3
	ii. Describe the use and benefits of dual-axis charts in Tableau. 1 mark for each point (1 mark * 6)	6 marks	7

	Example	1 mark	
OR	iii. Importance of storytelling in Tableau example of a business use case.	5 marks 2 marks	7
Q.4	i. INCLUDE LOD expressions with examples. EXCLUDE LOD expressions with examples.	2 marks 2 marks	4
	ii. Pareto charts can help identify key contributors business problem.	4 marks 2 marks	6
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
Q.5	i. Compare Power BI with Tableau and Excel in terms of visualization, ease of use, and collaboration features. As per explanation		4
	ii. Discuss the importance of proper data modelling its impact on report performance.	3 marks 3 marks	6
OR	iii. Explain the difference between calculated columns, measures, and calculated tables with examples.		6
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. Advantages of using bookmarks in Power BI reports Provide an example use case.	3 marks 2 marks	5
	iii. Explain the best practices for designing Power BI dashboards to ensure they are user-friendly and impactful. As per explanation		5
