



VIT
Vellore Institute of Technology
(Deemed to be University under Section 3 of the U. Act, 1986)

Final Assessment Test – November/December 2023

Course: **CSI3017 - Business Intelligence**

Class NBR(s): **4614/4616**

Time: **Three Hours**

Slot: **A1+TA1+TAA**

Max. Marks: **100**

KEEPING MOBILE PHONE/SMART WATCH, EVEN IN 'OFF' POSITION, IS TREATED AS EXAM MALPRACTICE

Answer ALL Questions

(10 X 10 = 100 Marks)

1. Priya is given the responsibility of designing a Business Intelligence application for the XYZ company. What are the challenges will Priya face during the designing of the application.
2. A retail chain is rolling out a new BI system to its stores across the country. They have to design a new BI architecture for their business. Design a BI architecture for the business and explain it with a neat diagram.
3. A manufacturing company has decided to implement a comprehensive BI solution to optimize its production processes. Explain with sketch, how the Business Intelligence Lifecycle can guide the company from the initial planning phase to achieving data-driven efficiency.
4. Imagine that you are the owner of an e-commerce store that operates in a global market. Explain the elements required for the BI architecture of your store so that your business becomes successful.
5. Explain how Kimball architecture contributes to effective decision-making for business owners by emphasizing the importance of data warehouse design.
6. Discuss the key aspects of business process modelling and business process modelling use cases.
7. With your friends you have started a small brand for selling homeware products. You want to design the business process modelling for the company. Explain how Predictive analytics can be used for your business in development, marketing and supply chain management.
8. Imagine you are a data analyst at ABC Retail, and the company is planning to implement an ETL process for its business intelligence initiatives. Describe, step by step, how you would execute the ETL process using a real-world example.
9. Imagine you are a data base administrator in a healthcare organization like HealthCo, responsible for managing patient data. As Database administrator along with lead developer you have to choose to store both the detailed and summarized data, either together in the same BI target database or in the different BI target databases. As lead DB administrator what are the factors you will consider for DB design.
10. Explain how data visualization gives a fast and productive way to convey the message in a widespread way by using visual information. Also discuss about the different data visualization techniques.