

**I-Mid Semester Exam March 2025**

**Branch: CSE/AL Semester: IV**

**LNCS/AL-405 Data Visualization & Story Telling**

**Time 1:30 Hrs**

**Max. Marks 20**

**Note: All questions are compulsory and have internal choice.**

**Ques.1:** Why is product categorization essential in data strategy, and how does it influence consumer behaviour analytics? **(CO1 5 Marks)**

**OR**

Explain how competitive analysis helps businesses position their products effectively in the market. What key metrics should be analyzed?

**Ques.2:** How does the Market Potential Index assist businesses in understanding market share and growth opportunities? **(CO1 5 Marks)**

**OR**

How does seasonality impact sales trends, and what data-driven methods help businesses predict and adapt to these fluctuations?

**Ques 3:** Explain different types of charts available in Tableau and when to use them. **(CO2 5 Marks)**

**OR**

What is the difference between live connection and extract in Tableau?

**Ques 4:** What are calculated fields in Tableau, and how are they useful? **(CO2 5 Marks)**

**OR**

What is data aggregation in Tableau, and how does it affect visualizations?