

II- Mid Semester Exam May 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: What is Market Intelligence? Differentiate between Marketing Insights and Market Intelligence (MIMI) with examples. **(CO1 5 Marks)**

OR

Explain the significance of Regression and Correlation in sales trend analysis with suitable examples.

Ques.2: What is Cohort Analysis? How is it useful in understanding customer retention and behavior patterns? **(CO1 5 Marks)**

OR

Describe the working of Google Analytics (GA) with key metrics.

Ques 3: Write short notes on the following: (a) Tableau Architecture
(b) Tableau Repository