

**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