

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Semester Examination, May 2021

Course: Business Intelligence and Data Visualization

Program: BBA(AIS)

Course code: STGM 3004

Semester: V

Time: 03 hrs.

Max. Marks: 100

SECTION A

1. Each Question will carry 5 Marks

2. Instruction: Select/Write the correct answer(s) /

S. No.	Question	CO
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Q1	Write any 3 benefits of data visualization.	CO1
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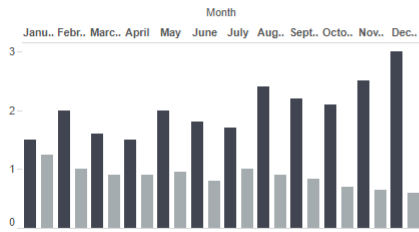
Q2	Write the marital status based on below graph: 	CO1
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Q3	<p>(A).</p> <p>Q. Which graph makes it easier to determine which investment has greater market share?</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>option A</p> </div> <div style="text-align: center;"> <p>option B</p> </div> </div> <p>(B).</p> <p>Q. Which of these two tables is easier to read?</p> <div style="display: flex; justify-content: space-around;"> <table border="1" style="font-size: small;"> <thead> <tr> <th>Region</th> <th>Revenue</th> <th>% of Total Revenue</th> <th>Expenses</th> <th>Profit</th> <th>% of Total Profit</th> </tr> </thead> <tbody> <tr> <td>Western US</td> <td>\$58,753,092.00</td> <td>15.96%</td> <td>\$25,725,650.00</td> <td>\$33,027,442.00</td> <td>17.82%</td> </tr> <tr> <td>Europe</td> <td>\$86,671,628.00</td> <td>23.58%</td> <td>\$48,859,669.00</td> <td>\$37,811,959.00</td> <td>20.40%</td> </tr> <tr> <td>Eastern US</td> <td>\$81,165,954.00</td> <td>16.64%</td> <td>\$34,294,598.00</td> <td>\$26,871,356.00</td> <td>14.50%</td> </tr> <tr> <td>Canada</td> <td>\$83,650,773.00</td> <td>22.70%</td> <td>\$29,785,749.00</td> <td>\$53,865,024.00</td> <td>29.07%</td> </tr> <tr> <td>Asia</td> <td>\$77,324,523.00</td> <td>21.04%</td> <td>\$43,587,987.00</td> <td>\$33,736,536.00</td> <td>18.21%</td> </tr> <tr> <td>Total</td> <td>#####</td> <td>100.00%</td> <td>#####</td> <td>#####</td> <td>100.00%</td> </tr> </tbody> </table> <table border="1" style="font-size: small;"> <thead> <tr> <th>Region</th> <th>Revenue</th> <th>% of Total Revenue</th> <th>Expenses</th> <th>Profit</th> </tr> </thead> <tbody> <tr> <td>Western ..</td> <td>\$8,753,092</td> <td>16.0%</td> <td>25,725,650</td> <td>33,027,442</td> </tr> <tr> <td>Europe</td> <td>86,671,628</td> <td>23.6%</td> <td>48,859,669</td> <td>37,811,959</td> </tr> <tr> <td>Eastern US</td> <td>61,165,954</td> <td>16.6%</td> <td>34,294,598</td> <td>26,871,356</td> </tr> <tr> <td>Canada</td> <td>83,650,773</td> <td>22.8%</td> <td>29,785,749</td> <td>53,865,024</td> </tr> <tr> <td>Asia</td> <td>77,324,523</td> <td>21.0%</td> <td>43,587,987</td> <td>33,736,536</td> </tr> <tr> <td>Total</td> <td>367,565,970</td> <td>100.0%</td> <td>182,253,673</td> <td>185,312,297</td> </tr> </tbody> </table> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <p>Option A</p> <p>Option B</p> </div>	Region	Revenue	% of Total Revenue	Expenses	Profit	% of Total Profit	Western US	\$58,753,092.00	15.96%	\$25,725,650.00	\$33,027,442.00	17.82%	Europe	\$86,671,628.00	23.58%	\$48,859,669.00	\$37,811,959.00	20.40%	Eastern US	\$81,165,954.00	16.64%	\$34,294,598.00	\$26,871,356.00	14.50%	Canada	\$83,650,773.00	22.70%	\$29,785,749.00	\$53,865,024.00	29.07%	Asia	\$77,324,523.00	21.04%	\$43,587,987.00	\$33,736,536.00	18.21%	Total	#####	100.00%	#####	#####	100.00%	Region	Revenue	% of Total Revenue	Expenses	Profit	Western ..	\$8,753,092	16.0%	25,725,650	33,027,442	Europe	86,671,628	23.6%	48,859,669	37,811,959	Eastern US	61,165,954	16.6%	34,294,598	26,871,356	Canada	83,650,773	22.8%	29,785,749	53,865,024	Asia	77,324,523	21.0%	43,587,987	33,736,536	Total	367,565,970	100.0%	182,253,673	185,312,297	CO1
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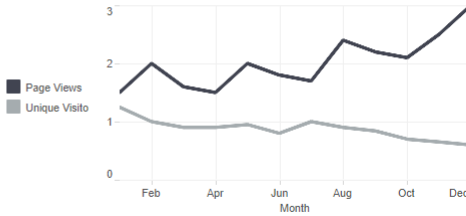
Q4

(A)

Q. Which graph makes you focus on trend rather than individual values?



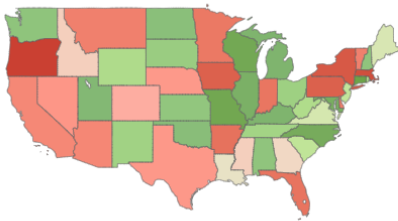
Option A



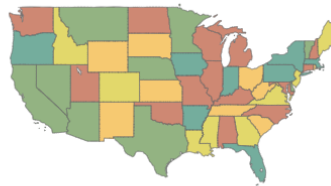
Option B

(B)

Q. Which graph makes it easier to identify the states with positive values?



Option A



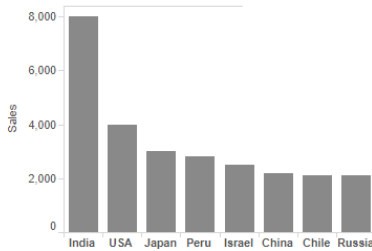
Option B

CO1

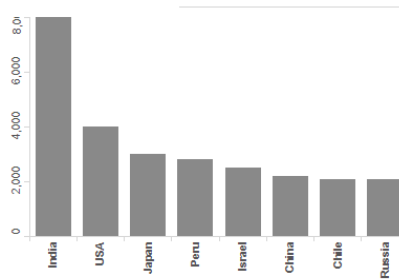
Q5

(A)

Q. In which graph are the labels easier to read?



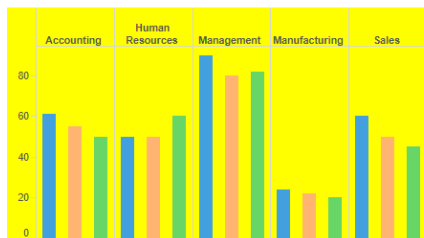
Option A



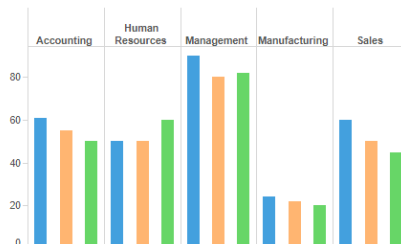
Option B

(B)

Q. Which graph is easier to look at?



Option A



Option B

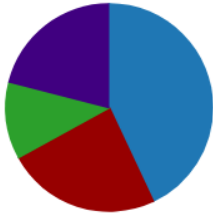
CO1

CO1

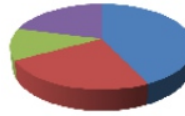
Q6.

(A)

Q. Which graph is easier to read?



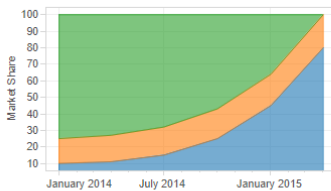
Option A



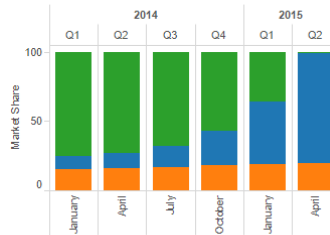
Option B

(B)

Q. Which graphs gives a clearer picture of relative change in values?



Option A



Option B

SECTION B

1. Each question will carry 10 marks

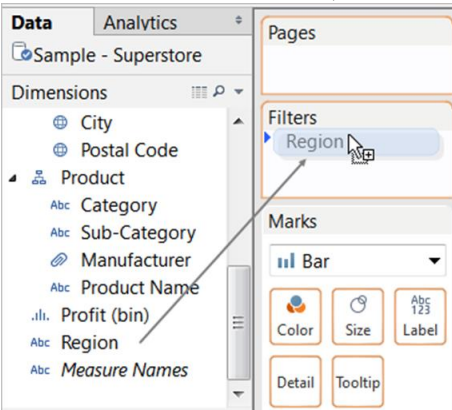
2. Instruction: Write short / brief notes

Q1. Describe the various properties of Good chart.

CO2

Q2. Describe the terms Filters, and Color, Size and Label shown in below diagram:

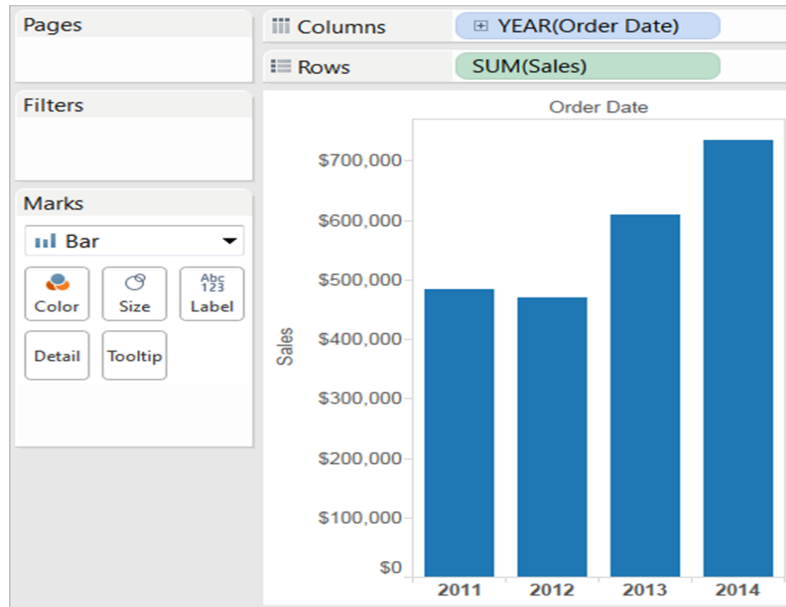
CO2



CO2

Q3.

Write the interpretation of the below diagram based on sample superstore database:



Q4.

Describe different types of data field used in tableau as shown in below diagram:

Icon	Description
Abc	Text values
📅	Date values
🕒	Date & Time values
#	Numerical values
T F	Boolean values (relational only)
🌐	Geographic values (used with maps)

CO2

Q5.

Differentiate between the following:

A) Dimension and Measure

B) Line chart and bar chart

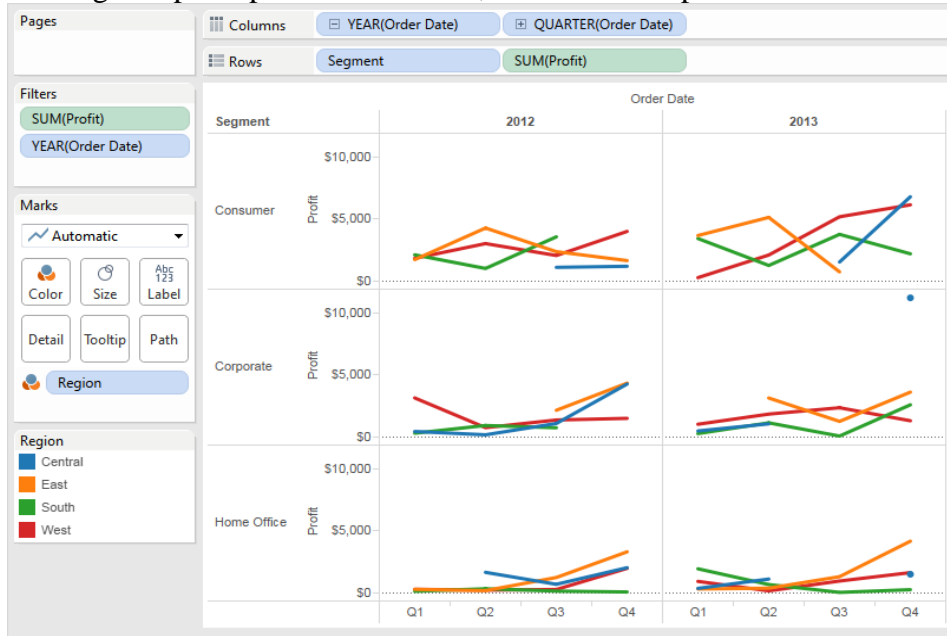
CO2

Section C

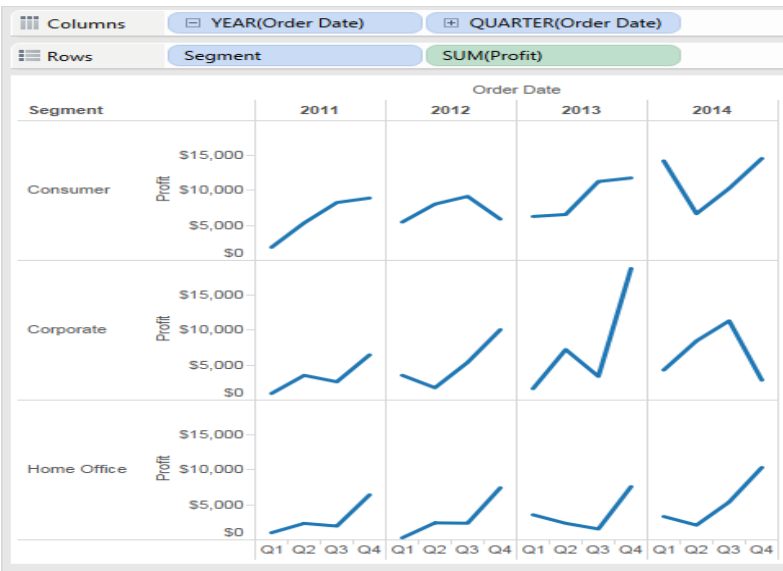
1. Each Question carries 20 (2X10) Marks.

2. Instruction: Write long answer.

Q1 (A). Assuming Sample super store database, Write the interpretation of the below diagram:



(B) Write the interpretation of the below diagram:



CO3