



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.													
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## End - Term Examinations – MAY 2025

Date: 20-05-2025

Time: 09:30 am – 12:30 pm

<b>School:</b> SOM-UG	<b>Program:</b> BBA Financial Technology	
<b>Course Code :</b> BBB3007	<b>Course Name:</b> Data Visualization	
<b>Semester:</b> VI	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%

CO - Levels	C01	C02	C03	C04	C05
<b>Marks</b>	<b>26</b>	<b>26</b>	<b>28</b>	<b>33</b>	<b>NA</b>

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 2 marks.

10Q x 2M=20M

1.	List out the differences between live versus extract connections in Tableau.	2 Marks	L1	C01
2.	Name any two data sources that can be connected to the Tableau interface.	2 Marks	L1	C01
3.	Recall the significance of the show me option in Tableau.	2 Marks	L1	C02
4.	Name the chart that uses sections of a circle to compare the relative proportions of different data categories.	2 Marks	L1	C02
5.	List the differences between .twbx and .tbw.	2 Marks	L1	C03
6.	Identify the naming convention used in Tableau.	2 Marks	L1	C03
7.	Define aliases in Tableau.	2 Marks	L1	C03
8.	Name any two Level of Detail(LOD) functions used in Tableau.	2 Marks	L1	C04
9.	Identify the output of the function LEFT(Tableau,3)	2 Marks	L1	C04
10.	You are working with a dataset of customer transactions, and you need to count how many unique products each customer purchased. Name the aggregation function in Tableau that you can use for the above situation.	2 Marks	L1	C04

## Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	a.	By taking an industry of your choice, summarize the importance and applications of data visualization.	07 Marks	L2	CO 1
Or					
12.	a.	Tableau has been recognized as a Leader in the 2024 Gartner Magic Quadrant™ for Analytics and Business Intelligence Platforms category for the 12th consecutive year." Illustrate the advantages of the Tableau platform that helps it to achieve this feat repeatedly.	07 Marks	L2	CO 1
13.	a.	Explain the different types of joins in Tableau.	07 Marks	L2	CO 2
Or					
14.	a.	Explain the various data types that are supported in Tableau.	07 Marks	L2	CO 2
15.	a.	Compare and contrast hierarchies and groups in Tableau.	07 Marks	L2	CO 3
Or					
16.	a.	Explain the various components under the Marks card in Tableau.	07 Marks	L2	CO 3
17.	a.	Write a code in a Tableau calculation field using IF, ELSEIF, and ELSE statements to categorize sales into "High," "Medium," and "Low" based on the "Sales" column.	07 Marks	L2	CO
Or					
18.	a.	Summarize the steps required to create a calculated field in Tableau.	07 Marks	L2	CO 4
19.	a.	Explain the importance of dashboards in data visualization.	07 Marks	L2	CO 4
Or					
20.	a.	Compare and contrast dashboards and storytelling in data visualization.	07 Marks	L2	CO 4

## Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	a.	Explain the different types of graphs available in Tableau and their respective features and advantages in effectively presenting data. Provide examples to illustrate how each type of graph can be utilized to convey different types of information and insights.	15 Marks	L2	CO 1
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<b>22.</b>	<b>a.</b>	“Both Tableau and Power BI are top choices for learning in the Business Intelligence space”. In light of the above statement, compare the two software’s on their functionality.	<b>15 Marks</b>	<b>L2</b>	<b>CO 2</b>
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<b>23.</b>	<b>a.</b>	Illustrate the types of filters available in Tableau that enable end-users to dynamically explore data by adjusting the filters, thus facilitating a deeper understanding and more customized view of the data trends and patterns.	<b>15 Marks</b>	<b>L3</b>	<b>CO 3</b>
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<b>24.</b>	<b>a.</b>	Illustrate the date and string functions in Tableau.	<b>15 Marks</b>	<b>L3</b>	<b>CO 4</b>
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