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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBB3007/ BBB3023

**Course Name**: Data Visualization

**Program & Sem**: SOC

**Date**: 12 / August / 2024

**Time**: 9.30 am to 12.30 pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define data visualization. (C.O.1) [Remember]

2. Identify the role of visualization in business. (C.O.1) [Remember]

3. List some best practices for creating effective visualizations. (C.O.1) [Remember]

4. Identify the plot used to identify the relationship between variables (C.O.2) [Remember]

5. Name any two software that can be used to create a visualization. (C.O.2) [Remember]

6. Define a dashboard. (C.O.2) [Remember]

7. Identify the visualization that is composed of nested rectangles for comparing the proportions between categories via their area size.

(C.O.2) [Remember]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Explain the ethical considerations in data visualization and how they can affect the interpretation of data. (C.O.1) [Understand]

9. Summarize the applications of visualization in any two domains of business, with suitable examples. (C.O.2) [Understand]

10. Compare and contrast data visualization and data storytelling. (C.O.2) [Understand]

11. Explain the various types of Joins in Tableau. (C.O.4) [Understand]

12 Summarize the challenges of a Tableau report and how to overcome them. (C.O.3) [Understand]

13 Describe the key components and functions of a basic Tableau report. (C.O.3) [Understand]

14. Summarize the various components under the Marks card in Tableau. (C.O.4) [Understand]

**Part C**

**Answer any TWO Question. (2 Q x 20 M = 40 M)**

15. Amazon, an online selling platform, is the market leader in the Indian e-commerce business. In this context, describe how data visualization helps to increase sales at Amazon (C.O.1) [Apply]

16. Illustrate the various types of charts and graphs that are available in Tableau. Provide examples of how each graph can be used to convey different types of information and insights. (C.O.2) [Apply]

17. “Time Series Analysis holds a pivotal role in understanding trends, patterns, and behaviors inherent in temporal data. Within the versatile toolkit of Tableau, this analytical approach becomes not only accessible but also dynamic, empowering users to explore, visualize, and interpret time series data with precision and depth.” Illustrate the practical applications of Tableau’s time series analysis function.

(C.O.4) [Apply]