

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2021

Course: Data Visualization
Program: BBA(Analytics and Big Data)
Course code: STGM 3007

Semester: V
Time: 03 hrs.
Max. Marks: 100

SECTION A

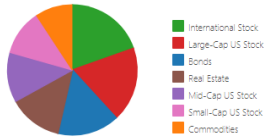
- 1. Each Question will carry 4 Marks
2. Instruction: Write the correct answer(s) /

Table with 3 columns: S. No., Question, CO

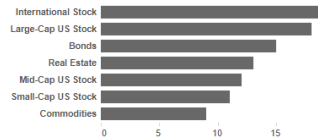
Table with 3 columns: S. No., Question, CO

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(A). Q. Which graph makes it easier to determine which investment has greater market share?



option A



option B

(B). Q. Which of these two tables is easier to read?

Table with 6 columns: Region, Revenue, % of Total Revenue, Expenses, Profit, % of Total Profit

Option A

Table with 5 columns: Region, Revenue, % of Total Revenue, Expenses, Profit

Option B

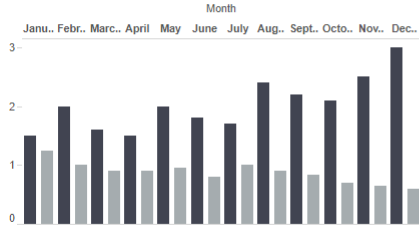
CO1

CO1

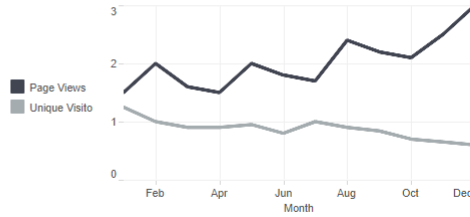
Q3

(A)

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



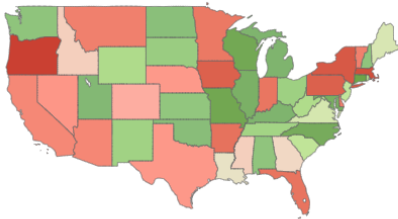
Option A



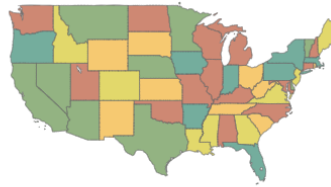
Option B

(B)

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



Option A

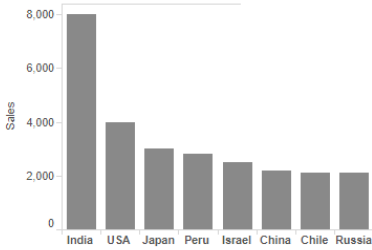


Option B

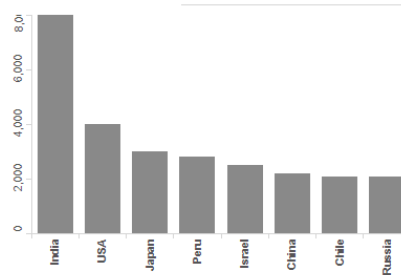
Q4

(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

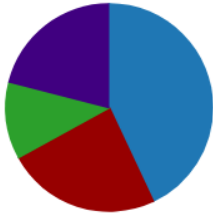
CO1

CO1

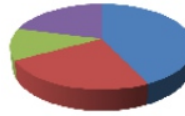
Q5.

(A)

Q. Which graph is easier to read?



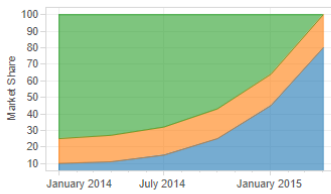
Option A



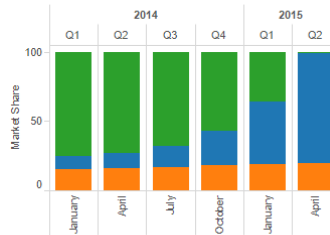
Option B

(B)

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



Option A



Option B

### SECTION B

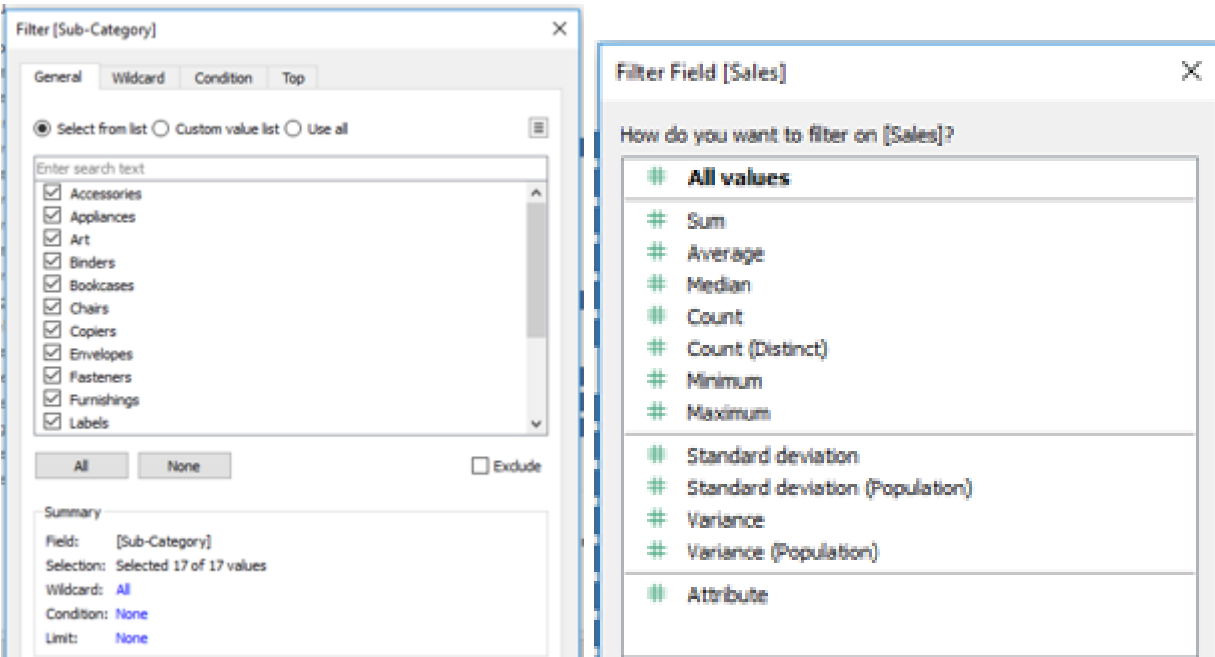
1. Each question will carry 5 marks

2. Instruction: Write short/brief notes (Scan and upload)

Q1.	Describe the five main characteristics of the Business Intelligence tool Tableau.	<b>CO2</b>
Q2.	Describe the logic of the below-given decision-making statement: <b>CASE [Product Type] WHEN 'Coffee' THEN 'Coffee' WHEN 'Espresso' THEN 'Coffee' WHEN 'Herbal Tea' THEN 'Tea' ELSE 'Tea' END</b>	<b>CO2</b>
Q3.	Write the interpretation of the below diagram based on the sample superstore database:	<b>CO2</b>



Q4. Differentiate between the two filter screens shown below:



**Section C**

1. Each Question carries 10 Marks.
2. Instruction: Write a long answer. (Scan and upload)

Q1 Describe different types of data fields used in the Tableau as shown below diagram:

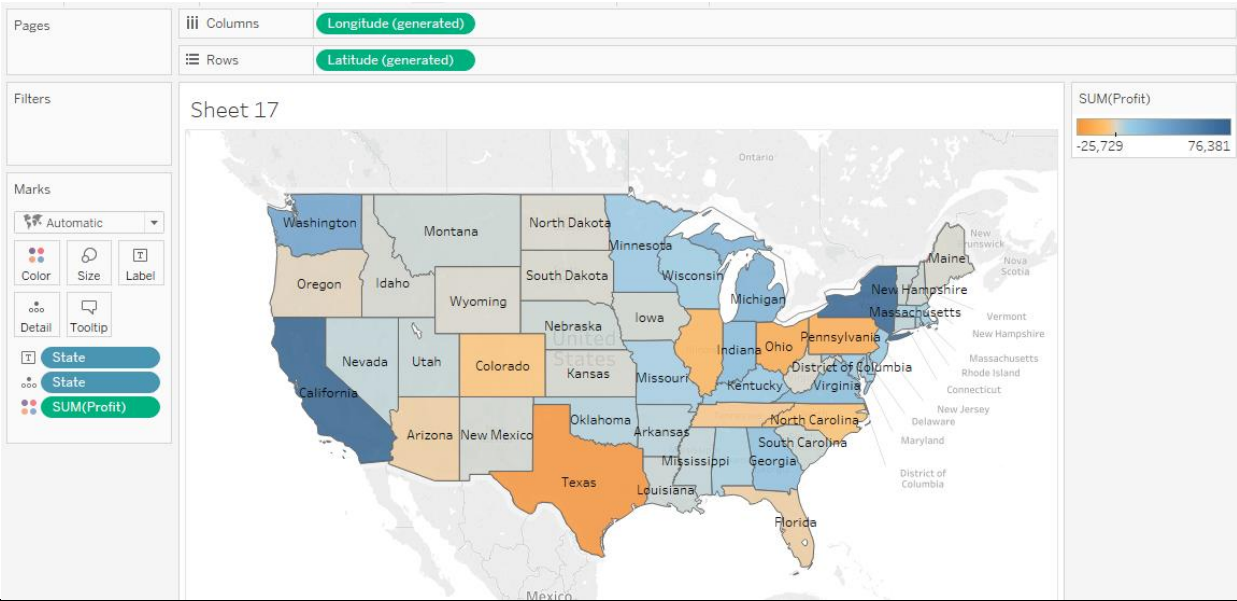
**CO2**

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

Q2. Differentiate between the following:  
 A) Categorical and Continuous data  
 B) Line chart and bar chart

CO2

Q3. Write the interpretation of the below visualization:



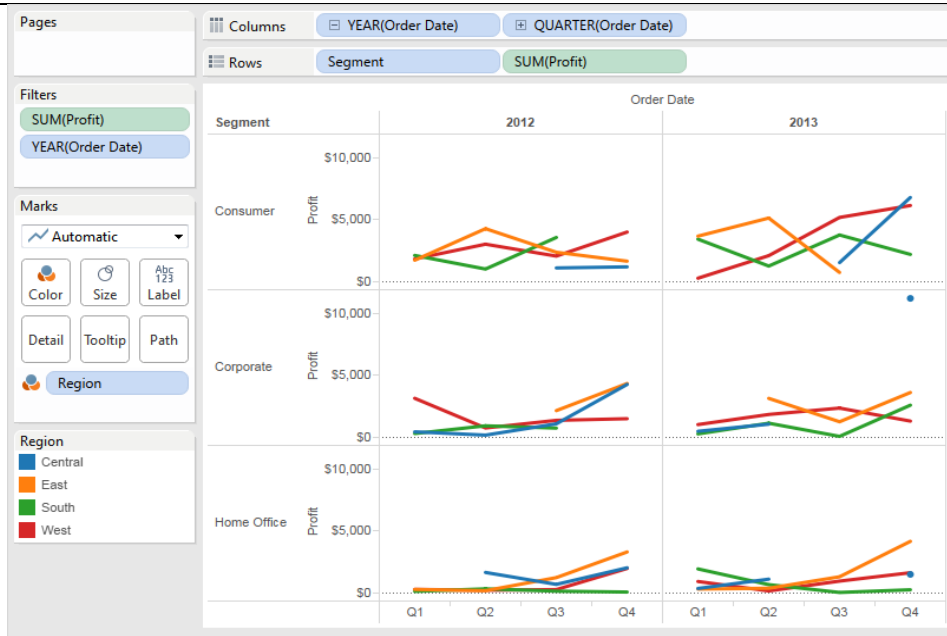
CO2

**Section D**

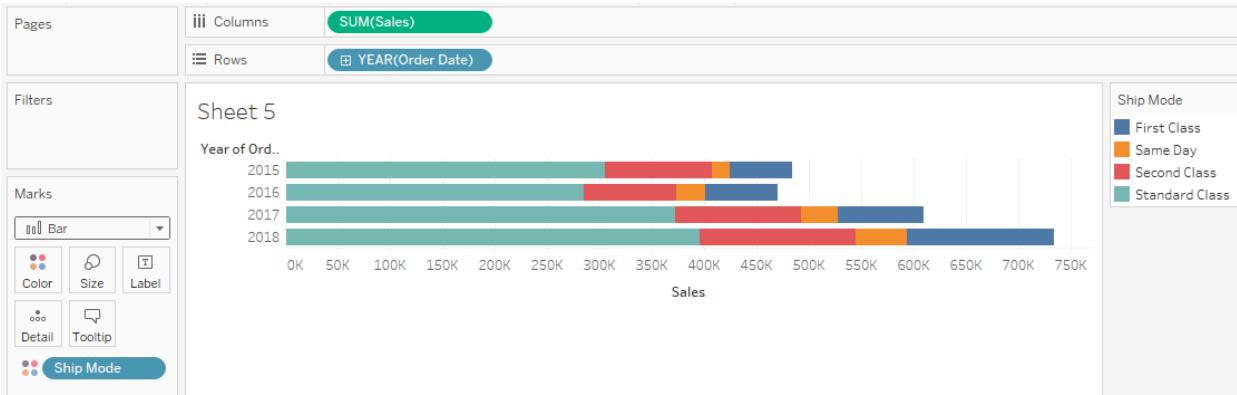
- Each Question carries 15 Marks.
- Instruction: Write a long answer. (Scan and upload)

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

CO3



(B) Write the interpretation of the below diagram:



Q2. Describe the relevance of various components of the Data Source page shown below:

CO3

