

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 4549293**Date: 16-07-2022****Subject Name: Business Reporting Data Visualization****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1	Definitions (a) KPI (b) Gantt Charts (c) Dashboard (d) Metadata (e) Filters (f) Histogram (g) Trend Lines	14
Q.2	(a) Data visualization has its application in a wide variety of businesses. Give examples of data visualization uses in a) the public sector b) B2B sector Elaborate the importance in the above sectors.	07
	(b) Write a short note on Balanced Scorecards.	07
OR		
	(b) Explain the nature & role of business reporting in any organization.	07
Q.3	(a) Explain any 3 advanced visualization techniques.	07
	(b) Write a note on Data Sources for Tableau.	07
OR		
Q.3	(a) How are sorting & filter operations performed in Tableau?	07
	(b) Explain the importance of technologies like Java & HTML in data visualization	07
Q.4	(a) Explain the following Visualizations with examples in Tableau: a) Histogram b) Motion Charts	07
	(b) Mention the importance of formatting & forecasting in Tableau	07
OR		
Q.4	(a) Write a note on Visualization in Tableau.	07
	(b) Discuss the advanced features of Tableau in brief.	07

Q.5

CASE STUDY:

Lenovo, a global technology company, aimed to optimize its analytics experience across all the departments and worldwide offices. Previously, Lenovo operated with one single sales report that was delivered to 28 different countries. When different regions or company's divisions wanted to adopt the report to extract the most valuable data, it required a commitment of eight to ten individuals and led to a massive number of on-hold tasks for the analytics team. In turn, Lenovo decided to use Tableau to orderly structure the data all across the company. As a result, Lenovo got a flexible dashboard with all the sales that can be adapted for the ad-hoc analyses, which also led to 95% efficiency improvement across 28 countries. With the help of Tableau dashboard ideas, Lenovo gathered the engagement metric, thus crafting a better experience and collecting more revenue.

- (a) Explain how Lenovo was able to improve its business process after implementing Tableau? **07**
- (b) What different reports & visualization techniques would you suggest Lenovo using Tableau? **07**

OR

- Q.5** (a) Explain the challenges organizations usually face in the absence of data visualization tools. **07**
- (b) Mention the steps that any organization has to take while switching from traditional reporting to Tableau. **07**
