Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA– SEMESTER - IV-EXAMINATION- SUMMER-2023

Subject Code: 4549293 Date: 21/06/2023

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.**
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

Q.1	**(A)**	Dashboard	**14**
	(B)	Balance Scorecard	
	(C)	Data visualization	
	(D)	Data Joining	
	(E)	Line chart	
	(F)	Bubble Chart	
	(G)	Info graphics	
Q.2	**(A)**	What is the impact of visualization in business enterprise?	**07**
	(B)	Write down reporting perspective of organization.	**07**
		OR	
	(B)	Explain, how balanced score card and Key performance indicator are work with suitable example.	**07**
Q.3	**(A)**	Write down application of data visualization in public sector.	**07**
Q.3	**(B)**	Explain in detail about Tableau file types.	**07**
		OR	
	(A)	Discuss the key factor of data visualization.	**07**
	(B)	Exploring the data visualization with different chart primitive.	**07**
Q.4	**(A)**	What is different between quick filter and normal filter?	**07**
	(B)	What is LOD expression in Tableau?	**07**
		OR	
	(A)	Explain How data blending is work in Tableau with appropriate example?	**07**
	(B)	Explain histogram and water fall chart in visualization in Tableau.	**07**

Q.5 Assume you are newly appointed the chief risk officer (CRO) for Punjab National Bank that has disbursed 60816 auto loans in the quarter between April–June 2021. Today, about a year and a quarter since the loans disbursal, you know that the loans have seasoned or bad loans are tagged to a greater certainty , You have noticed a bad rate of around 2.5% or 1524 bad loans out of total 60816 disbursed loans.

Before you jump to multivariate analysis and credit scoring, you want to analyze the bad rate across several individual variables. You have a hunch based on your experience that borrower's age at the time of loan disbursal is a key distinguishing factor for bad rates. Therefore, you have divided the loans based on the age of the borrowers and created a table something like the one below.

Age group	Total Number of Loans	Number of bad Loans	Number of Good Loans
<21	9	2	7
21-24	310	14	296
24-27	511	20	491
27-30	4000	172	3828
30-33	4568	169	4399
33-36	5698	188	5510
36-39	8209	197	8012
39-42	8117	211	7906
42-45	9000	216	8784
45-48	7600	152	7448
48-51	6000	84	5916
51-54	4000	64	5916
54-57	2000	26	1974
57-60	788	9	779
>60	6	0	6

Q.5 (A) Using the above table, create histogram and write summary of bad loan and good loan. **07**

Q.5 (B) Scale the percentage of bad loan and good loan. **07**

OR

Q.5 (A) Identify the role of data visualization in the begging of modeling process. **07**

Q.5 (B) How to Create effective dashboard by connecting above data in Tableau give your view. **07**

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