

ADMISSION NUMBER											

School of Business
Master of Business Administration MBA Dual Specialization
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MBBA6012 - Data Visualization

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

- 1) Recommend the steps of the 'path to value' process for an online retailer company like Flipkart. K5 (5)
- 2) Illustrate the key features of Visualization tool such as Tableau for Business Analytics. K3 (6)
- 3) Compare Data discovery versus Data exploration in the process of data visualisation. Explain how both can be performed using Tableau. K4 (8)
- 4) Consider the following data (3,4,5,7,9,11,13,17,20).How can conditional formatting be applicable for the data more than 12. Write the steps to highlight those data in blue colour in MS Excel. K3 (9)
- 5) Appraise with example the statement that "Tableau is capable to provide data security and scalability to organization and inter-organization level data". K5 (10)
- 6) Plan for creation of a dashboard of marketing campaign by an organization using the given dataset. What challenges could you face? K6 (12)

Campaign ID	Campaign Name	Channel	Start Date	End Date	Expenditure (\$)	Clicks	Conversions
1	Summer Sale	Email	2023-06-01	2023-06-30	5000	10000	500
2	Spring Promotion	Social	2023-04-15	2023-05-15	3000	8000	400
3	Back-to-School	Direct Mail	2023-08-01	2023-09-15	7000	12000	600
4	Holiday Campaign	Paid Search	2023-11-15	2023-12-31	6000	15000	700
5	New Year Special	Display	2023-12-01	2024-01-15	4000	10000	450