GALGOTIAS UNIVERSITY

School of Business
Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - D1UF402T - 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) How to select and use various data sources in Tableau? Give example. — K3 (6)

2) Where will you apply elements of Analytic Pane? Provide examples. — K3 (9)

3) What is the purpose of filtering in tableau? What are different ways to add filters in tableau? — K4 (4)

4) Compare context filters and normal filters in tableau. Provide a scenario where you would prefer context filter over normal filter. — K4 (8)

5) Compare and contrast quick filters with calculated filters. Provide examples for both. — K4 (8)

6) What are the key elements such as syntax, functions, and data types that can be used in calculated fields. Provide an example. — K5 (5)

7) Evaluate application of a fixed L.O.D. expression in Tableau to determine the average sales amount per customer across all regions. Explain why a fixed L.O.D. expression is suitable for this analysis. — K5 (10)