

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- IV - EXAMINATION-SUMMER-2024

Subject Code: 1549602

Date: 25/04/2024

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.

		Marks
Q.1	(a) Define matrix report with example in common report format. (b) Explain bookmark and dashboard in tableau. (c) Define balanced score cards. (d) Define data points. Explain correlation between data points. (e) Define dashboard with example. (f) Define dimensions in tableau. (g) Define bubble chart.	14
Q.2	(a) Explain report standardization and representation. (b) Explain common report layout types with example.	07 07
	OR	
	(b) Explain enterprise reporting characteristics in OLAP world.	07
Q.3	(a) Explain applications of data visualization. (b) Explain candle stick chart and map chart with example.	07 07
	OR	
Q.3	(a) Explain faster and better Java Script processing and rise of HTML5 in online technology for data visualization. (b) Explain pie chart and line chart with example.	07 07
Q.4	(a) Explain types of operators with example in tableau. (b) Explain design flow of tableau.	07 07
	OR	
Q.4	(a) What is filtering? Explain three types of basic filters available in tableau. (b) Explain data types in tableau. Define alias in tableau.	07 07

Q.5

CASE STUDY:

IBM, a multinational technology company, has demonstrated excellence in business reporting and data visualization, leveraging innovative tools and techniques to drive informed decision-making and business growth.

Challenges Faced by IBM:

IBM faced challenges related to managing and analyzing vast amounts of data from diverse sources, ensuring data accuracy and integrity, and providing actionable insights to stakeholders across the organization.

Adoption of Business Reporting and Data Visualization:

IBM adopted advanced business reporting and data visualization tools such as IBM Cognos Analytics and IBM Watson Analytics to streamline data analysis, create interactive dashboards, and deliver meaningful insights to decision-makers.

Results and Impact:

IBM used predictive analytics capabilities to forecast trends, identify patterns, and make data-driven predictions, empowering decision-makers to proactively address business challenges and opportunities. IBM's adoption of advanced business reporting and data visualization techniques resulted in improved data accuracy, enhanced decision-making capabilities, increased operational efficiency, and better alignment of business strategies with market trends.

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|------------|---|-----------|
| (a) | How did IBM address challenges related to data integration, accuracy, and reliability in its business reporting and data visualization initiatives? | 07 |
| (b) | Discuss the role of interactive dashboards and data visualization techniques in enabling IBM stakeholders to gain meaningful insights from complex data sets. | 07 |

OR

Q.5

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|------------|---|-----------|
| (a) | Evaluate the impact of real-time reporting solutions on IBM's agility, responsiveness, and ability to capitalize on market opportunities. | 07 |
| (b) | How did IBM leverage predictive analytics capabilities to enhance decision-making and proactively address business challenges? | 07 |
