

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - IV EXAMINATION - SUMMER 2025

Subject Code: 1549602

Date: 29-05-2025

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 All Questions are Compulsory.	14
(a) Data Visualization	
(b) Balance Scorecards	
(c) Dashboard	
(d) Polygon Map	
(e) Bullet graphs	
(f) Navigation	
(g) Data calculation	
Q.2 (a) Explain , how balanced scorecard and key performance indicator are work with suitable example.	07
(b) DMP LLP , wants to evaluate its sales performance. create balance scorecard with relevant KPIs for the sales department.	07
OR	
(b) Explain common report layout types with appropriate example.	07
Q.3 (a) Write a detail note on Application of data visualization in public sector with relevant example.	07
(b) Explain in detail about Tableau Environment Set up.	07
OR	
(a) Write a short note on following	07
a) candlestick charts	
b) Bubble surface chart	
c) Map chart	
(b) Write a short note on : Tableau Calculation.	07

- Q.4 (a)** Describe advanced features of Tableau in brief. **07**
(b) What is filtering ? explain three types of basic filter available tableau. **07**

OR

- (a)** Write a note on "visualization in tableau". **07**
(b) How are worksheet functions performed in Tableau? **07**

Q.5 MEGA Retail, a national supermarket chain, faced challenges in understanding customer purchasing behavior across its 100 stores. Traditional spreadsheets were time-consuming and lacked dynamic visualization. To improve decision-making, MEGA Retail adopted Tableau for data visualization. Using Tableau, MEGA Retail integrated data from point-of-sale systems, customer loyalty programs, and inventory databases. Dashboards displayed real-time sales trends, regional performance, and customer preferences. With interactive filters, managers could drill down into specific products, stores, or time frames. One insight revealed that organic products sold better in urban locations during weekends. This led to targeted promotions and optimized stock levels. Additionally, Tableau's mobile capability enabled store managers to access dashboards on-the-go, enhancing responsiveness. In just three months, MEGA Retail reported a 15% improvement in stock turnover and a 10% rise in promotional effectiveness, driven by data-backed strategies.

- (a)** What was the main problem MEGA Retail faced? **07**
(b) How did tableau help solve the problem? **07**

OR

- (a)** What strategic change did Tableau insights lead to? **07**
(b) What were the measurable outcomes after using Tableau? **07**
