

Roll No.

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Total No. of Questions : 17

MBA (Sem.-4)

DATA VISUALIZATION FOR MANAGERS

Subject Code : MBA-963-18

M.Code : 78031

Date of Examination : 09-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.**
- 2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.**

SECTION-A

1. What is data?
2. What is the utility of a scatter plot?
3. What is a Dashboard?
4. What is ETL?
5. What are KPI's?
6. What is Data Modeling?
7. What is info-graphics?
8. What do you mean by storytelling?

SECTION-B

UNIT-I

9. Explain in detail the evolution of data visualization in the field of management.
10. Explain the different visualization techniques used to explore and analyse the data in detail.

UNIT-II

11. Discuss in detail the interactive visualization features of Tableau. Give suitable examples.
12. What are the different features of data warehouses? Discuss in detail by giving suitable examples from the viewpoint of managers.

UNIT-III

13. Explain in detail the Shaffer 4C's of Data Visualization. Give suitable examples to support the concepts.
14. Discuss the need for KPI's in Data Visualization. Give examples of different KPI's used in marketing-centric organizations.

UNIT-IV

15. *"The art of storytelling is highly relevant in the visualizations"*. Justify this statement by giving relevant examples.
16. What do you mean by Storyboards? Explain in detail how the sales department in an organization can use the storyboards in a business organization.

SECTION-C

17. Case Study :

A leading consulting firm, was helping one of its clients improve its overall sales performance. The end client has a global presence, with its sales function divided across geographic territories and product categories. As part of this exercise, the consulting firm wanted to analyze and present the performance of its client's sales teams at the territory and product category level, along with benchmarking/comparing their performance against the overall organization and top-performing territories/product categories. The usage of traditional tools, including Power Point and Excel, to analyze and visualize/present data at the desired level of granularity was not suitable for the following reasons :

- Presenting the desired analysis would have resulted in hundreds of PowerPoint slides while Excel was not a suitable option for visually compelling presentations.
- The consulting firm had to present the findings to different departments and had to customize their presentations as per the requirements of each department :

Phronesis Partners leveraged its data analytics and visualization capabilities to come up with the optimum solution :

- Phronesis took sales data from different client systems and cleansed and structured it to enable further analysis.

- Once the data was transformed into the desired format/structure, Tableau was used to visualize the complete data set and to present the required insights.
- Tableau allowed users to select all the required filters, such as territories, product categories, designation, time period and other required cuts, and view the resultant output in a visually appealing manner on a single tab.
- Users now have the option to compare different territories/product categories side by side through simple drag and drop functionality.

Additionally, all the customized views are downloadable in PowerPoint or PDF, allowing user to share customized results with the click of a button.

Therefore, the client teams no longer need to create hundreds of customized decks consisting of different slides to show various data points. Tableau dashboard allows the client to make real-time changes by editing/appending additional backend data. The client can now generate data and insights using different cuts/filters on a real-time basis without scanning through multiple decks.

- a. What are the problems faced by the company while improving sales performance?
- b. How did Tableau visualizations help the company to achieve its objective? According to you, what should be the qualities of a good dashboard for the sales department?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.