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DSBD315

Reg. No.

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III Semester B.Com./B.D.A. Degree Examination, December/January - 2025/26

COMMERCE

**Data Analysis Using Tableau
(SEP Scheme)**

Time : 2 Hours

Maximum Marks : 40

Instructions to Candidates:

Answers all the Sections.

SECTION - A

**I. Answer any Three of the following sub-questions. Each sub-question carries 2 marks.
(3×2=6)**

1. a) What is data visualization?
- b) What are tree maps and when are they used?
- c) Write two features of tableau.
- d) Define dual axis chart.
- e) Write any two applications of tableau.
- f) What is tableau server?



SECTION - B

**II. Answer any Two of the following questions. Each question carries 5 marks.
(2×5=10)**

2. What is the role of data visualization in Data Analytics? Discuss the importance, principles with examples.
3. Explain advance visualization technique like maps; heat maps and bubble charts with examples.
4. Explain how customer feed back analysis can be improved using tableau visualization.

[P.T.O.]





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SECTION - C

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III. Answer any Two of the following questions. Each question carries 10 marks.

(2×10=20)

5. a) Explain the steps to import data and visualize it using tableau. (5)
- b) Compare tableau desktop and tableau public in terms of features and usage. (5)
6. What are filters in tableau? Discuss the different types with examples.
7. Discuss best practices for sharing dashboard and ensure data security.

SECTION - D

IV. Answer the following question. The question carries 4 marks.

(1×4=4)

8. Write a step-by-step guide to build a simple dashboard using at least three visualizations.
