School of Computer Applications

Roll No. 12202580821

BCA(DS & AI) Second Sessional Tests 2023-24

Third Semester

BCADS1301: Descriptive Analytics

Time: 3 Hours

Max. Marks: 60

Section A

(8*1)

Q1. Attempt all questions:

a. What do you mean by Descriptive Analytics?
b. Define structured and unstructured data.
c. Mention the difference between List and Crosstab.
d. What is Blank and active report.
e. Classify RAVE.
f. What Compare OLAP and OLTP.
g. Define Query Calculation.
h. Mention the difference between Page Preview and Page Design.

Section B

Q.2: Attempt any TWO: (6*2)

a. What is Business Intelligence? How analytics help in Business Intelligence? Explain various types of analytics in detail.
b. Explain the concept of layout calculation with date/time functions.
c. What are prompts? Explain various types of prompts in one scenario.
d. Explain drill-through from a report to a report.

Section C

Q3. Attempt any TWO: (5*2)

a. How Business Analytics can help turn data into insight? Write where the future of analytics lies and transforming the world.
b. Explain advantages and disadvantages of Business Intelligence.
c. Explain how analytics can help to manage assets and how analytics help in future aspects.

Q4. Attempt any TWO: (5*2)

a. What are Filters? Explain different ways for creating a filter expression.
b. Elaborate Complex crosstab with example.
c. Demonstrate the steps:
Sales executives would like you to create a report that lists all of the sales representatives and the revenue they have generated to date. The report should include their name, position, city, and country. Sort the report by revenue, in descending order, and display revenue in American dollars.

(5*2)

Q5. Attempt any TWO:

a. What are different Visualization options in charting. Explain chart palettes, baselines and markers to charts.

b. Define Query Calculation. Explain extend reports using calculations.

c. Explain how we reuse objects within the same report. What is the main objective to use header and footer in the report.

(5*2)

Q6. Attempt any TWO:

a. Explain different steps for conditional formatting.

b. What is Group data explain with example.

c. Explain the difference between Detail aggregation and Summary aggregation.

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