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| **SESSION** | **JAN - FEB 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **I** |
| **COURSE CODE & NAME** | **DMBA117 DATA VISUALIZATION**  |
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**Assignment Set – 1**

**Q1. Briefly explain how data visualization is applied in healthcare, marketing, or finance. Give examples to show how it helps in decision-making. 10**

**Ans 1.**

**Data Visualization**

Data visualization is the graphical representation of data and information using visual elements like charts, graphs, and maps. It helps in understanding complex data sets and deriving actionable insights. In modern business environments, data visualization plays a critical role in decision-making by making large volumes of data easily interpretable.

**Application in Healthcare**

In the healthcare industry, data visualization is used to track patient outcomes, monitor

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**Q2. What are Pivot Charts and Pivot Tables? Explain with the help of a suitable example. 10**

**Ans 2.**

**Pivot Tables**

A Pivot Table is an interactive table in Excel that allows users to summarize, analyze, explore, and present large data sets. It enables dynamic reorganization of data to identify trends, relationships, and insights without altering the original data. Users can drag and drop fields to rows, columns, and values to generate real-time summaries.

**Example of a Pivot Table**

Consider a sales dataset with columns such as Date, Region, Product, and Sales Amount. A

**Q3. Write Short Notes On:**

**a. Combo Charts**

**b. Sparklines 5\*2**

**Ans 3.**

**a. Combo Charts**

Combo Charts are hybrid charts in Excel that allow the display of multiple chart types within a single chart. They are used when there are two or more data series with different value scales or types of data that are best visualized using distinct chart forms. The most common combination includes a column chart and a line chart plotted on secondary axes.

**Use Case of Combo Charts**

Suppose a company wants to compare total sales and profit margins across different quarters.

**Assignment Set – 2**

**Q4. How effective is Tableau as a tool for Visualization? 10**

**Ans 4.**

**Tableau**

Tableau is one of the most powerful and widely used data visualization tools available in the business intelligence landscape today. Known for its ease of use, interactive dashboards, and advanced data processing capabilities, Tableau empowers users to convert raw data into

**Q5. Write Short Notes on the following:**

**a. Parameters in Tableau**

**b. Story in Tableau**

**c. Filters in Tableau**

**d. Dashboarding 2.5\*4**

**Ans 5.**

**a. Parameters in Tableau**

Parameters in Tableau are dynamic values that allow users to control aspects of a visualization or calculation. Unlike filters, which are used only to refine data views, parameters can be used in calculated fields, filter actions, and to change dimensions or measures on the fly. For example, a parameter can let users select a particular year or product category to dynamically update charts. Parameters enhance interactivity by letting end-users drive what data they see and how it is displayed.

**b. Story in Tableau**

A story in Tableau is a sequence of visualizations or dashboards combined to convey a

**Q6. List out and discuss in detail the key principles in effective visual communication.**

**Ans 6.**

**Key Principles in Effective Visual Communication**

**Visual Communication in Data**

Effective visual communication is essential for transforming raw data into meaningful insights that can be easily understood and acted upon. In the context of data visualization, good design is not just about aesthetics—it is about clarity, relevance, and usability. By following key principles, visualizations become powerful tools for conveying complex ideas.

**Clarity and Simplicity**

The first principle is clarity. A visualization should communicate the intended message