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You can preview this quiz, but if this were a real attempt, you would be blocked because:

This quiz is not currently available

During your work as a data analyst for a large multinational company, you are asked to work on a report. In the left pane of Visual Analytics, you have three categories: *Product Brand*, *Product Line* and *Transaction Date*, and six measures: *Customer Satisfaction*, *Customer Satisfaction (December)*, *Customer Satisfaction (January)*, *Frequency*, *Product Quality* and *Product Quality (December)*. *Transaction Date* is in the format MMMYYYY. You also have customer order information for one year. Your manager has asked you to include in your report a plot similar to the one below (Figure 1):

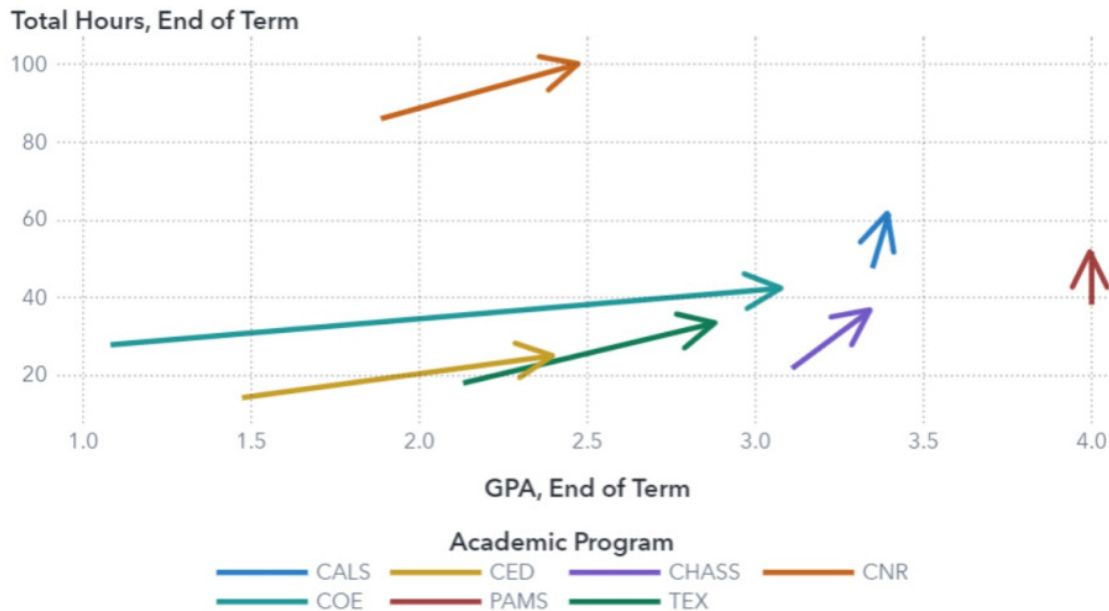


Figure 1

a) Explain what type of SAS object has been used for Figure 1, which tracks students GPA across academic programs. Also, identify in which cases it is recommended to use this object and illustrate what is required to produce the above plot in SAS Visual Analytics. (10 points)

b) You are asked to build a plot similar to Figure 1 to compare *Product Quality* and *Customer Satisfaction* for two points during the year: January and December. You have already calculated *Customer Satisfaction* at both time points (January and December) and *Product Quality* for December. You still need to calculate *Product Quality* for January.

i) Explain in detail and step by step how you would calculate *Product Quality* for January. (20 points)

ii) Explain, step by step, how you would build a plot like Figure 1 to compare *Product Quality* and *Customer Satisfaction* for two points during the year: January and December. (10 points)

c) To create this report, you follow the Visual Analytics methodology. Explain in your own words the phases of the Visual Analytics Methodology and illustrate it with a case study. Hint: You may use the case of Global Toys Corporation. (10 points)

Please handwrite your answer and upload it below as a pdf file.

Maximum file size: Unlimited, maximum number of files: 1

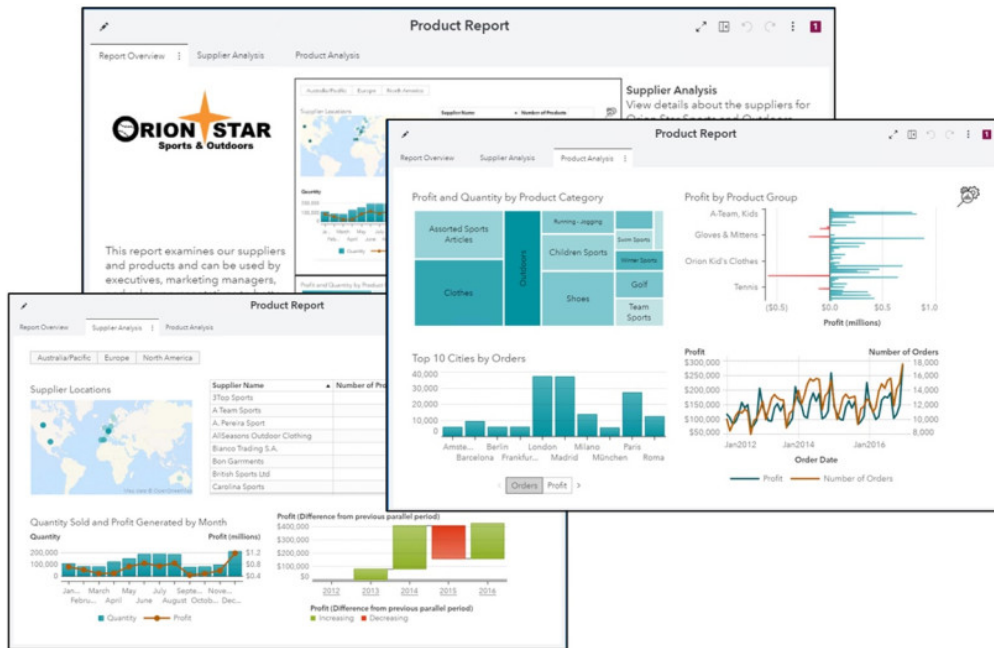


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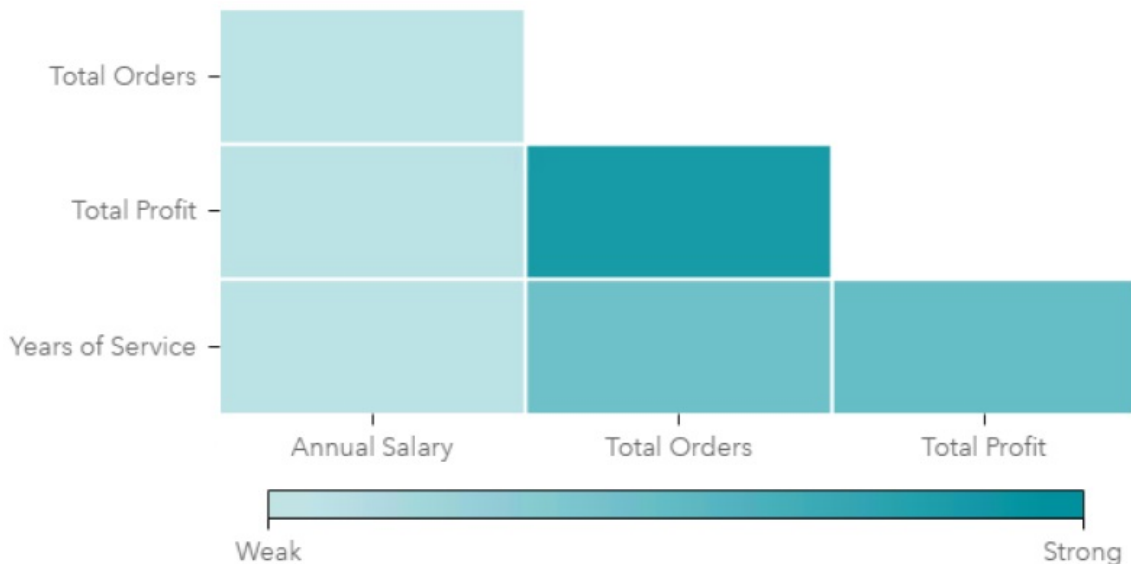
PDF document .pdf

You are the analyst at the business intelligence department at Orion Star.



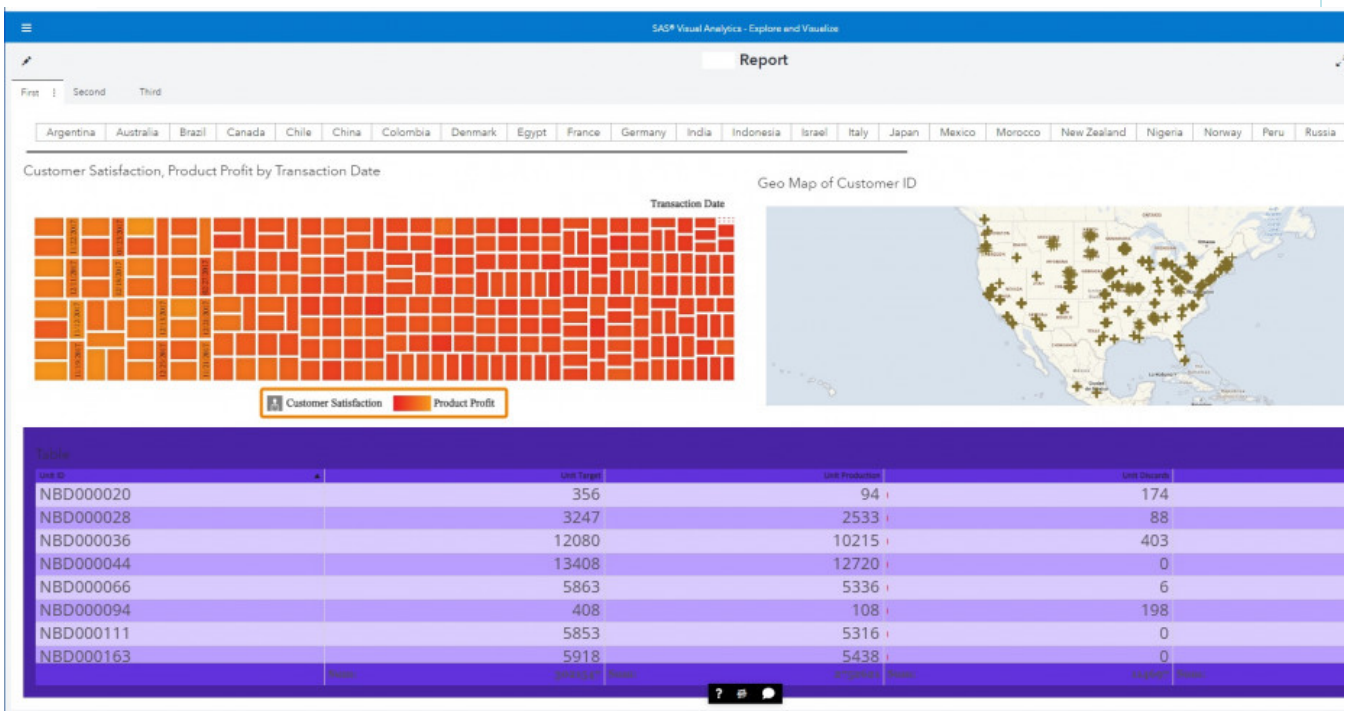
a) The report of Orion Star above contains several objects on each page. We use the left pane in Visual Analytics to work with data sources and choose the objects. Describe the icons in the right pane and explain how they are used to create each of the objects in the Supplier Analysis page of this report. (16 points)

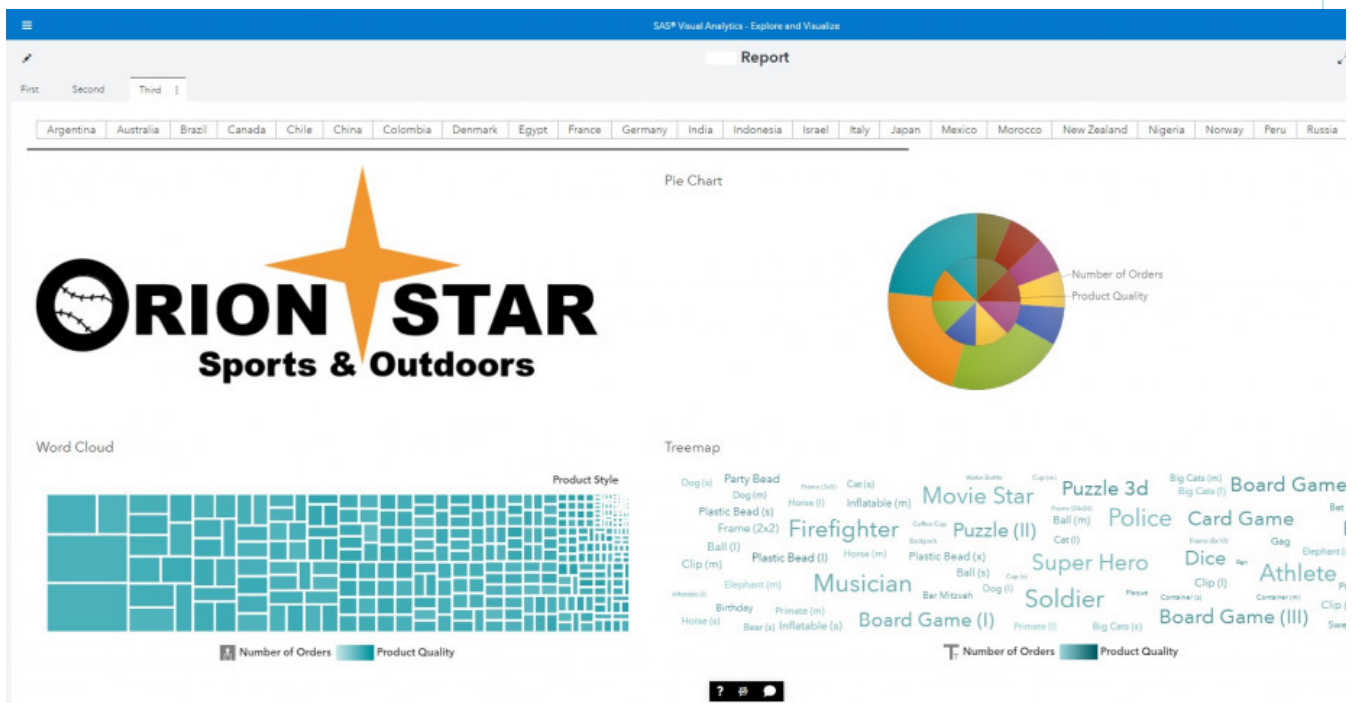
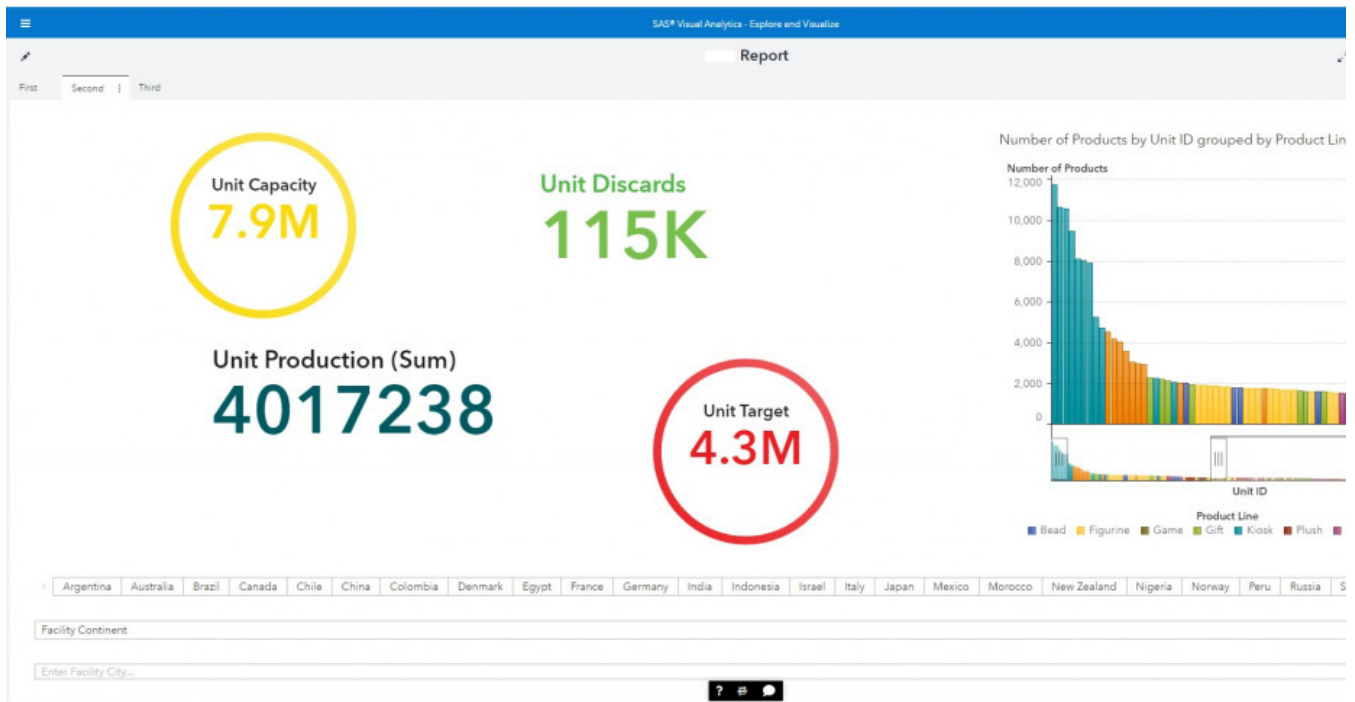
b) The HR department of Orion Star has asked for your help to evaluate and update their promotion criteria. How would you help them with the two graphs below? (10 points)





c) You have been provided with an old report. The management of Orion Star thinks this report does not have the quality required to be presented to the CEO of the company. The report contains three visible pages as shown below:





Following the Visual Analytics methodology for the report phase:

- i) Explain in detail what you think is wrong with this report. (16 points)
- ii) How would you improve this report? Justify your choices. (8 points)

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