


Name: Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2022			
Course: Descriptive Analytics in Oil and Gas Semester: VI Program: B. Tech CSE OGI Course Code: CSOG 3003		Time: 03 hrs. Max. Marks: 100	
Instructions:			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q 1	Elucidate Rayport-Jaworski performance dashboard.	4	CO3
Q 2	List out four differences between Descriptive and Prescriptive analytics.	4	CO3
Q 3	Briefly explain about the concept of BI architecture alternatives.	4	CO2
Q 4	Explain about the architecture of BI.	4	CO2
Q 5	Point the four differences between the centralized and decentralized architecture	4	CO3
SECTION B (4Qx10M= 40 Marks)			
Q 6	Illustrate the various types of dashboards. What are the Gestalt Principles of visual perception to dashboards?	10	CO4
Q 7	Design the Kaplan-Norton balanced scorecard and framework for oil and gas industry.	10	CO4
Q 8	Discuss about the relational and dimensional reporting style.	10	CO3
Q 9	How to build a report? State all the points involved. Or Explain the structure of Organization transformation for an oil and gas Industry.	10	CO2

SECTION-C
(2Qx20M=40 Marks)

Q 10	<p>Elucidate the following with proper examples:</p> <ol style="list-style-type: none">1. Data Scrapping and Data Mining2. ETL3. Different backup strategies4. Pollution abatement <p style="text-align: center;">Or</p> <p>State all the steps of writing Proof of Concept. Briefly explain each of them by taking a case study.</p>	20	CO1
Q 11	<p>Market research team at Health is wealth Pvt. Ltd is assigned a task to identify profile of a typical customer for the use of “Health App”. The market research team decides to investigate whether there are differences across the usage patterns and features lines with respect to customer characteristics. The team collected data of customers who purchased the app subscription during the prior six months. The team identified following customer variables to study:</p> <ol style="list-style-type: none">a) Genderb) Age (In years)c) Weight(In kgs)d) Heighte) Annual Household incomef) Average number of times customer tracks activity everydayg) Number of miles customer expect to walk everydayh) Self-rated fitness on a scale 1–5 where 1 is poor shape and 5 is excellent <p>Perform descriptive analytics to create a customer profile according to poor, average and fit category.</p>	20	CO5