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IBI Quiz Questions

Quiz 1

1. What is Net Profit Margin? What is Gross Margin? For both, write the Formula and give examples.
2. What is Break-even Point? What is EBITDA? For both, write the Formula and give examples.
3. What is CAC? What is CLV (CLTV)? For both, write the Formula and give examples.
4. What is the Bounce Rate? What is the Customer Churn Rate? For both, write the Formula and give examples.
5. What is NPS? What is CSAT? Why does it matter? For both, write the Formula and give examples.

Quiz 2

1. Ques 1:
    a. What is a Data Warehouse?
    b. What are KPI's?
    c. Give one example of BI tools.
2. Ques 2:
    a. Discuss user adaption in BI implementation.
    b. Describe data quality in BI systems.
3. Ques 3:
    a. Describe the difference between BI and Advanced Analytics.
    b. Describe the evolution of BI.
4. Ques 4:
    a. Explain the ELT process with steps.
    b. Differentiate between OLTP and OLAP systems
5. Ques 5:
    a. Explain the BI architecture flow.
    b. Discuss best practices for successful BI implementation.

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Quiz 3

1. Explain Looker Studio and ways on how it differs from Google Analytics.
2. Describe the Data Source schema in Looker Studio.
3. What is the theme in Looker Studio?
4. Explain ThoughtSpot. Explain the concept of Search-Driven Analytics.
5. Describe AI-driven insights in Thoughtspot.
6. What is SpotApps in Thoughspot?
7. How to build forecasting for manufacturing demand in Thoughtspot?
8. Describe custom visualizations in LookerStudio. Explain advanced date range options.
9. What are table relationships in Thoughtspot? Explain synonyms and indexed search?
10. Describe ways to add multiple Pages in Looker Studio. Also describe ways to change the "Title" of any Chart.
11. What is Decision Theory in Business Intelligence?
12. What is the Decision Under Risk?
13. What is Rational Decision-making?
14. Define Structured, Unstructured and Semi-structured decisions..
15. What is the "Intelligence phase" in the Simon's model?
16. What is the role of BI in decision-making?
17. Define the Decision Support System (DSS).
18. What is Big Data? Define any four "5Vs" of Big Data.
19. What is Batch Processing? What is Real-time Processing?
20. What is KPI in Business Intelligence?

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Lab Final Theory

1. Give 2 previous names for Google Data Studio.
2. What is the difference between a Report and Dashboard?
3. What is the difference between embedded and reusable data sources?
4. What is data freshness in Looker Studio? What happens if a data source is deleted?
5. Write 10 chart names available in Looker Studio.
6. What is a geo map used for? How can you customize chart styles? What is chart filtering?
7. What is the difference between SUM and COUNT?
8. What is a parameter in Looker Studio? What is data blending used for? What is a date range control?
9. How do you share a Looker Studio report? What permission levels are available? What is viewer vs editor access? How do you duplicate a report?
10. What is Version History in Looker Studio?

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Daffodil International University

Faculty of Science & Information Technology

Department of Computing and Information System

Final Examination, Spring-2026

Course Code: BI329, Course Title: Introduction to Business Intelligence

Level: 3 Term: 2

Exam Duration: 2 Hours **Marks: 40**

Answer any 5 Questions out of the 6. Each Question contains 8 Marks.

[The figures in the right margin indicate the full marks and corresponding course outcomes. All portions of each question must be answered sequentially.]

1.	a)	Write your thoughts on the data warehouse. Define KPIs.	2	CO2 L-1, 2, 4 & 5
	b)	Give four examples of BI tools. Describe the evolution of Business Intelligence.	2	
	c)	Explain the ETL process with steps. Outline your thoughts on Business Analytics	2	
	d)	Define Descriptive Analysis. Explain Multivariate Testing.	2	
2.	a)	Define Structured, Unstructured and Semi-structured decisions. Define Decision Under Risk.	2	CO3 L-1, 2, 3 & 4
	b)	Define Rational Decision-Making and Bounded Rationality. Write the name of the 5Vs.	2	
	c)	Define the Intelligence Phase in Simon's Model. What is the Design Phase in decision-making?	2	
	d)	Write the reason for the emergence of Big Data. Describe the SMART KPI with Examples.	2	
3.	a)	Describe ways to add multiple Pages in Looker Studio. Also, describe ways to change the Title of any Chart in Looker Studio.	2	CO4 L-1, 2, 3 & 5
	b)	Explain the theme in Looker Studio. How does Looker Studio differ from Google Analytics?	2	
	c)	Describe custom visualisations in LookerStudio. Define any Four Controls of Looker Studio. Differentiate between Google Connectors and Partner Connectors when adding a Data Source.	3	
	d)	Define dimensions and metrics in LookerStudio.	1	
4.	a)	What are EBITDA, CAC, and CSAT? Write the Formulas and Give Examples.	3	CO1 L-1, 3, 4 & 5
	b)	For a single customer, find the value of CLTV, where: Revenue = 400,000 Taka, Number of Orders = 500, Purchase Frequency = 24 / Year, Lifespan = 9 Years.	2	
	c)	What are Pipeline Value, Marketing ROI & Customer Churn Rate? Write the Formulas and Give Examples.	3	

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5.	a)	What is ThoughtSpot? Elaborate on the concept of Search-Driven Analytics.	2	CO5 L-1, 2, 3 & 5
	b)	Describe the role of Spotter in Thoughtspot? Explain your thoughts on ThoughtSpot Liveboards.	2	
	c)	What is SpotApps in ThoughtSpot? Describe ways to build forecasting for manufacturing demand in Thoughtspot	2	
	d)	Define table relationships in ThoughtSpot? Explain synonyms and indexed search.	2	
6.	a)	Discuss user adoption in BI implementation. Describe data quality in BI systems. Define Decision Support System (DSS).	3	CO4 L-2, 3, 4 & 5
	b)	Discuss best practices for successful BI implementation. Discuss the role of Data Science in BI. Outline your thoughts on Multivariate Testing.	3	
	c)	Differentiate between OLTP and OLAP systems.	2	