

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

IV TRIMESTER (Batch 2021-23)

END TERM EXAMINATION, NOVEMBER 2022

SET - 1

Course Name	Data Visualization	Course Code	20822
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: (Read them very carefully)

- Kindly upload a single Tableau Visualization file containing all visualizations answering the following questions in separate worksheets and saved as (*.twbx)
- Write answers in provided sheet.
- Name the tableau worksheet with the question number(example: If the worksheet is for answering the question number 4, name it as Q_4)
- Save the Tableau file with your name as Name_DV_EndTerm (example: Aayushi_Kalra_DV_End Term)
- Kindly go through data_dictionary for variable description.
- Marks for each question are written in bracket at the end of each question.

Analyze the SuperstoreUS dataset uploaded on moodle and Create charts in Tableau to respond to the following questions:

- Which is the least effective mode of shipment? Analyze the same with the priority of the order.(4)
- Determine the average number of days delivery truck is taking to deliver Furniture in Central Region?(4)
- Which states have incurred losses? List these states and how much they have lost. (4)
- Measure the average discount rate for small businesses? Contrast the discount rate of furniture and office supplies for small businesses during the months of April to June.(4)
- Which product category has the highest Total Sales and highest profit. Are these categories different? If yes, compare the sales and profits of both the Product Categories.(4)
- What is the Unit Price of Office Machines in California in the month of April?(2)
- Name the product containers which are delivered via delivery truck only. List the product sub category which are delivered using that packaging.(4)
- What is the profit base margin of Office Supplies for Corporate Consumers?(2)
- Which month has the highest sales of Telephones and Communications. What is the profit in Telephones and Communication in the same month in Illinois?(4)
- Design a dashboard for computing profits for different products in a city and a time period. Compare the profits for storage and organization products in the cities of Connecticut.(8)