



**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**IV TRIMESTER (Batch 2021-23)**  
**END TERM EXAMINATION, NOVEMBER 2022**  
**SET - 2**

Course Name	<b>Data Visualization</b>	Course Code	<b>20822</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**INSTRUCTIONS: (Read them very carefully)**

- a. Kindly upload a single Tableau Visualization file containing all visualizations answering the following questions in separate worksheets and saved as (\*.twbx)
- b. Write answers in provided sheet.
- c. Name the tableau worksheet with the question number(example: If the worksheet is for answering the question number 4, name it as Q\_4)
- d. Save the Tableau file with your name as Name\_DV\_EndTerm (example: Aayushi\_Kalra\_DV\_End Term)
- e. Kindly go through data\_dictionary for variable description.
- f. 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:

1. List the most effective mode of shipment? Compare the average number of days each mode took to deliver the order.(4)
2. Which delivery mode has highest shipping cost for delivering scissors, rulers and trimmers? What is the shipping cost?(4)
3. Which customer segment have ordered maximum? Determine the average discount rate for the same.(4)
4. Which city has the highest sales? List the bottom 5 cities based on sales?(2)
5. Evaluate product subcategory on the basis of unit price. List the product subcategory with minimum unit price and how much is the unit price?(4)
6. Contrast the profits on different products in Technology over the months. Which month has the highest profit?(4)
7. Which product containers are mostly used to delivered rubber bands.(2)
8. Which state has the worst profit ratio on appliances for consumers shipped in the month of May.(4)

9. Which month has the highest sales of chairs and chairmats. What is the profit on the same that month in Massachussets?(4)
10. Design a dashboard for computing sales and profits for different products for different consumers in a state and a time period. Compare the sales for Tables products in the Florida and New Jersey.(8)