

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

IV TRIMESTER (Batch 2021-23)

END TERM EXAMINATION, NOVEMBER 2022

Re-Appear

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 Hotel dataset uploaded on moodle and create charts in Tableau using the data to respond to the following questions:

- Analyze the trend of guest arrivals over the months. Which month has the maximum arrivals.(4)
- Compare the average stay of guests at hotels and resorts. What is the longest stay of guests at hotels and resorts, respectively?(4)
- Determine percentage of new and repeated guests with an appropriate chart. How many reservations were made by repeated guests?(4)
- Examine the cancellations based on customer type? How many cancellations were made out of total?(4)
- Which types of customers are most common in resorts? How many customers were no show in hotels and resorts both?(4)
- Customers come from various countries. Support this statement with an appropriate chart. List the top 5 countries.(4)
- What is the preferred meal plan? Analyze the preference of meal plan based on distribution channel.(4)
- What is the strongest market segment and distribution channel?(2)

9. Design a dashboard for looking at the cancellations and reservation status based on customer type, hotel type, market segment and distribution channel. Write any 3 inferences based on your dashboard.(6)
10. Analyze the distribution of reservations based on deposit type. How many customers made reservations on no deposit basis in the year 2016?(4)