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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM /PGDM –M/PGDM-SM**

**SIXTH TRIMESTER (Batch 2021-23)**

**REAPPEAR EXAMINATION, APRIL/MAY-2023**

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| Course Name | Business Intelligence | Course Code | 20826 |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

* All the questions are compulsory. Students are supposed to
  + Upload the PowerBI file using your name\_rollno combination. Each individual sheet within PowerBI, should be named with question and subpart number.
  + Paste the visual and mention the interpretation in the separate Word File, after clearly stating the Question and sub part number.
* The students are allowed to demonstrate their output using PowerBI, on Desktop in BA Lab only.

Questions.1: Create a dashboard based on “Store dataset” focusing on below mentioned statements, use drill-down function wherever it is required. (**25 Marks**)

1. Explain the discounts available in various regions and whether there is a link between discounts and sales.
2. Explain the shipping modes of categories in different states; which is the more popular shipping mode in California?
3. List down most profitable customers in terms of both sales and profit.
4. Is the technology sub-category always using "second class" ship mode? If not, then which ship mode do they prefer most?
5. If a store manager wants to hire delivery boys, how would he decide the number of boys required at different locations in the city?

Questions.2. As a store manager which sub-category of Category you will promote and in which region, justify your reason with appropriate Dashboard and explanation. Use “Store dataset.

(**15Marks**)