



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
IV TRIMESTER (Batch 2022-24)
END TERM EXAMINATION, OCTOBER 2023

Course Name	Data Visualization	Course Code	20825
Max. Time	2 hours	Max. Marks	40 MM

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 the same worksheet in title box.
- 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_RollNo_DV_EndTerm (example: Aayushi_Kalra_25_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.

Read the case below

Suppose you are hired as an HR analyst at CureCare, a leading pharmaceutical company based in Noida. The employees within the company are engaged in a variety of job roles across three distinct departments namely HR(Human Resource), Sales, and R&D(Research and Development). The company is grappling with an employee attrition rate of more than 10% raising a concern for the talent retention and organizational stability. The priority of HR department and company leadership is to address this issue. There is already a Database Management System in place which captures data for all the employees on employee demographics, job roles, job satisfaction, and other related fields. The company is interested in understanding the current employee landscape by measuring several Key Performance Indicators(KPI) Metrics such as total employees, active employees, attrition, attrition rates, etc. Moreover, they are interested in understanding the patterns of attrition and key variables influencing the attrition. The data is given in the file HR_data.xlsx.

As a HR analyst, you need to perform exploratory data analysis on HR data and provide useful insights so that the company can take informed decision for talent management and organizational success.

Analyze the HR_data dataset uploaded on moodle and Create charts/tables in Tableau to respond to the following questions in respect to the above case:

1. Measure various KPI metrics. (5)
2. Design a dashboard to assess the demographic diversity in the organization's workforce across various departments and job roles. Also examine are there any discrepancies in salaries?(8)
3. Analyze how attrition patterns vary among employees of different age groups.(4)
4. Prove/disprove : "Salary contributes to job satisfaction and can also be a factor leading to attrition".(4)

5. Design a dynamic bar chart to analyze the work-life balance among employees of different departments. (for dynamic bar graph, give flexibility to the user to choose the department). (6)
6. Analyze the influence of business travel on attrition.(4)
7. Determine the relationships for the following:
 - a) Monthly Income and Working Years
 - b) Percent salary hike and performance rating
 - c) Years since last promotion with current manager(9)