

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FOURTH TRIMESTER (Batch 2024-26)

END TERM EXAMINATIONS, OCTOBER 2025

SET-1

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

INSTRUCTIONS:

- Kindly upload a Tableau Visualization file containing all visualizations answering the following questions in separate worksheets and saved as (*.twbx).
- 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 Roll_No_EndTerm.
- Kindly go through data_description for variable description in the data file .

Case: Visual Analytics for Strategic Insights in a Global E-Commerce Company

You are a data analyst working with ShopEase, a rapidly expanding global e-commerce company operating across multiple countries and offering a diverse portfolio of products. Over the past few years, ShopEase has seen significant growth in online sales, but leadership is now seeking data-driven insights to guide its next phase of strategic decisions. The leadership team wants to understand how different countries, customer segments, and product categories contribute to revenue and how customer behaviour varies across time and demographics.

The company's management has provided you with a dataset containing detailed transactional-level information on customer purchases, including order dates, quantities, unit prices, ratings, customer demographics (like age group), and product categories, across multiple global markets.

As part of the Business Analytics team, you have been asked to analyse, visualise, and interpret this dataset using Tableau. Your task is to convert raw sales data into actionable insights through advanced visualisations, calculated fields, and interactive dashboards.

Using Tableau, explore and visualize the data to answer the following questions

- Construct and animate a race bar chart (or equivalent dynamic visualisation) that shows the ranking of countries by total sales over time. Interpret key changes in ranking. *(10 marks)*
- Create and design an interactive dashboard(Recommend appropriate Gestalt Principles) effective insights and decision-making that integrates apt Gestalt Principles, design an interactive dashboard for
 - A time-series view of total sales
 - Regional/country-wise performance
 - Top-selling product categories *(10 marks)*

3. Measure Average Order Value (AOV) per customer.(Use LOD expressions for calculating AOV). Compare how different products vary on this metric. Also, highlight the products with AOV more than 650. *(10 marks)*
4. a) Analyse and interpret the table to identify the month with the maximum positive and maximum negative percentage change in sales. *(5 marks)*
b) Create an appropriate chart to analyse which age groups have met or exceeded the respective sales targets of 2000K, 2500K and 3000K and which ones are underperforming. *(5 marks)*