



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2024-26)
END TERM EXAMINATIONS, OCTOBER 2025
Reappear Exam

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: Sales Performance Analysis for GlobalMart

GlobalMart is a large multinational retail and e-commerce company selling thousands of products across different countries, categories, and customer segments. With rapid growth in operations, the company is facing increasing complexity in understanding its sales performance, profitability, and customer behavior across multiple dimensions such as geography, product lines, and time periods. As part of its strategic planning initiative, GlobalMart's leadership has tasked the Business Analytics team with converting raw sales data into actionable insights. The company's dataset includes detailed information on orders, shipment dates, customers, geographic regions, product categories, profits, sales.

As a business analytics professional, you are required to explore and visualize the dataset using Tableau to uncover trends, patterns, and opportunities. Your insights will help senior management make informed decisions on inventory management, pricing, promotions and customer segmentation

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

- Design and evaluate an interactive dashboard that integrates multiple perspectives for decision-making:
 - A time-series view of total sales and profit trends
 - Geographic performance states
 - A category/sub-category performance view to identify top performers. (10 marks)
- Create a sunburst chart to show the discounts for different product categories and sub-categories. (10 marks)
- Construct and animate a race bar chart (or equivalent dynamic visualisation) that shows the ranking of states by total profits over time. Interpret key changes in ranking. (10 marks)

4. a) Measure Profit Margins(%) across product sub-categories. Mark the sub-category with maximum profit margin with a different colour. (5 marks)
- b) Create a lollipop chart to compare the sales across segments. (5 marks)