Case Study: Tableau

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1. A Financial organization wants to focus on improving their credit card sales and is trying to figure out which regions it can focus on. One way would be to categorize the states based on their utilization rate to understand which of the states have a higher or lower utilization. Use the dataset to visualize how the utilization rate varies across states. You will need to first calculate the utilization rate using tableau before trying to visualize the same.
   Which state had the maximum utilization in 2014?

   1. Pennsylvania
   2. Oklahoma
   3. Arizona
   4. Virginia

2. Visualize the data to determine the average credit limit range for California in 2016

   1. 600-700 K
   2. 200-300 K
   3. 500-600 k
   4. More than 700 K

3. The financial firm is trying run an ad campaign and wants to focus on age segments 46-55. They also want to identify the area where their spending is maximum to run a category specific campaign. Build a visualization to identify which category has the maximum spending for the age segment 46-55

   1. Retail
   2. Electronics
   3. Travel
   4. Hotels/Restaurants