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	<p align="center">PES University, Bengaluru (Established under Karnataka Act No. 16 of 2013)</p>	<p align="center">UE20CS906</p>
<p>May 2022: END SEMESTER ASSESSMENT (ESA) M TECH DATA SCIENCE AND MACHINE LEARNING_ SEMESTER I UE20CS906 - Data Visualization using Tableau</p>		
	Answer All Questions	Max Marks: 100

INSTRUCTIONS			
<ul style="list-style-type: none"> All questions are compulsory. Please enter your Name and SRN number at the beginning of the .twbx file. The compressed file to be uploaded should be a .twbx file. Any other file types will not be considered for evaluation 			
SECTION A – 30 MARKS			
1	a)	<p>Using the Marketing Campaign dataset; answer the following questions.</p> <ol style="list-style-type: none"> Understand the performance of different marketing campaigns. Find out the most successful campaign. Use appropriate visualizations. (3 marks) Find the average age of the customer involved in the campaign. (2 Marks) Create a visualization to understand their customer profile. Explain the customer profile with respect to their education background. (5 marks) 	10
	b)	<ol style="list-style-type: none"> Using appropriate visualization, find the following <ol style="list-style-type: none"> Find the number of complaints received. Find the education vs complaints received Find out the total spend of customers through different purchase channels Which are the products having the best performance. Which are the purchase channels are underperforming in different countries (15 Marks) Analyze the data and find which Country has most/maximum number of customers who accepted the last campaign. (5 Marks) Analyze visually and write your inferences about the relationship between the following: - <ol style="list-style-type: none"> Total amount spent Vs Dependents. (Dependents = ['Kidhome'] + ['Teenhome']) (10 Marks) 	30

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SECTION B – 20 MARKS			
2	a)	a. Create a dashboard analyzing the last campaign performance. Is there a significant relationship between geographical region and the success of a campaign? (15 Marks) b. Omega-3 fish fatty acid is a brain food. Are the Ph.D students spending more on fish? Justify the statement with appropriate visualization (15 marks)	30
SECTION C – 30 MARKS			
3	a)	i) Create a storyboard using the Marketing campaign dataset. Explain your insights through story points. (Minimum of 10 Insights) (30 marks)	30