Set- 1

CA-2

INT-233

Data Visualization

Roll No:\_\_\_\_\_\_\_\_\_\_\_\_ Section:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Note:**

**1. All questions are compulsory.**

**2. Copy cases will be awarded zero without any explanation.**

**3. Each question is of 15 marks.**

**Case Study: 1**

While working as an analyst for a superstore, it has been analyzed that many customers’ feedbacks are not satisfactory regarding the delivery of product. Ecommerce Company wants to check the sales seasonality for products and wants to emphasis accordingly on such category.

1. Use a waterfall chart to display the company's profit across different subcategories.
2. . When was the least Sales , Profit?
3. What is the average profit per customer for each region?

**CASE Study 2:**

The Office City dataset provides detailed insights into sales and client transactions across various cities, focusing on office-related products. The dataset includes fields such as city names, client IDs, client names, order information, goods categories, goods sub-categories, profit figures, and sales data. Each record represents a transaction, capturing the product details (such as bookcases and office furniture), its category, and its profitability. Additionally, it includes geographical information like zip codes and states, allowing for region-specific analysis. The dataset can be used to evaluate performance metrics, such as sales, profit margins, and customer buying behavior, across different cities, goods categories, and clients. The data is valuable for identifying trends in product sales, profitability across locations, and client engagement, helping businesses optimize their operations and marketing strategies within the office supplies industry.

Using “Office City dataset”, answer the following questions:

1. Which cities generate the highest sales in office furniture across different regions?

2. What is the profit margin for each goods sub-category across different states?

3. How do sales and profits vary across different goods categories and regions?

4. Create an interactive dashboard for all the worksheets and use proper formatting, filters and labels.

Set -2

CA-2

INT-233

Data Visualization

Roll No:\_\_\_\_\_\_\_\_\_\_\_\_ Section:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Note:**

**1. All questions are compulsory.**

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**3. Each question is of 15 marks.**

**Case Study 1:**

Every Company wants to increase their sales and accordingly they plan their strategies of giving discounts and earning no. of users.

**TASK:** Give recommendations (*In Yes/No, If Yes then mention the observatory parameters for it.)*

1. Display the regional data in a rank wise for each year, showing how each region compares to others annually.

2.What is last sold date of each product?

3. More Discount More Profit ?

**CASE Study2:**

The Digital Ads Sales dataset provides quarterly sales data across various states, regions, and sub-regions, offering insights into customer behavior and performance across different geographical areas. It includes key fields such as the date, state name, state code, region, sub-region, customer type (e.g., Non-Profit, Private, Government), and the corresponding sales figures. This dataset allows for a deep analysis of how different customer types and regions contribute to overall sales, highlighting trends, patterns, and potential growth opportunities. The dataset can be utilized to examine sales performance over time, seasonal trends, regional comparisons, and customer segmentation. It serves as a useful tool for understanding the effectiveness of digital ad campaigns and the relationship between customer types and regional sales growth.Using “Digital Ads Sales Dataset”, answer the following questions:

1.How do sales trends vary across different regions over time?

2.Which customer type generates the highest sales in each state and region?

3.What is the sales performance of each sub-region compared to its corresponding region?\*\*

4. Create an interactive dashboard for all the worksheets and use proper formatting, filters and labels.