



JIGSAW ACADEMY
THE ONLINE SCHOOL OF ANALYTICS

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Jigsaw Academy Education Pvt. Ltd.

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. Use your visualization to determine which state had the maximum utilization in 2014.

ANSWER : _____

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

ANSWER : _____

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

ANSWER : _____

4. In this exercise, you will need to design a story for the attached data set. Your visualizations should reveal an interesting insight or a story. For example, is there a trend that is happening or any particular story that the data is trying to tell you. You can integrate any additional data if it helps you communicate your message effectively.

Ensure that the designs clearly indicate the intended message of your visualization by applying visualization design principles and appropriate use of colors.