**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIRST TRIMESTER (Batch 2020-22)**

**Set-A**

**END TERM EXAMINATION, NOV-2020**

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| Course Name | **Data Analysis using Spreadsheets** | Course Code | **IT101** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

All the questions are compulsory.

Please save the file with Full Name and Section (FirstNameLastname\_Section)

All the questions are based on one file (DataA.xlsx)

**Questions.1**

a) Highlight all the customers who have abandon their carts. **2.5 marks**

b) Find out total number of male customers from Rajasthan who have browsed the product pages without buying. **Note: Do not use Filter option 2.5 marks**

c) Sort the data as per the increasing order of the age. **2.5 marks**

d) Calculate the total order amount of Bachelors of MP. **2.5 marks**

**Questions.2**

Q2 a) Calculate the service charges if order amount is more than 1000 it will be 5% else it will be 7.5%.

**Note: Create separate column to generate, the service charges. 2.5 marks**

b) As we have to find out how business is doing we have to find out the average order amount of Male customers of Bihar and compare it with Male customers of Gujarat and which state is performing good. **2.5 marks**

c) It is better to take decision on various states, for this we need to get graphical representation of order amount of various states. **(Use Excel File DataA). 2.5 marks**

d) Generate product type as per the marital status, insert the new column at an appropriate location **(Use Excel File DataA). 2.5 marks**

**Questions.3**

a) We have to target customers on the basis of paying capacity which is dependent on the annual income. On the basis of paying capacity target the below mentioned products:

a.) no paying capacity: no products

b.) Very low paying capacity: grocery.

c.) low paying capacity: mobiles

d.) average paying capacity: apparels & shoes

e.) good paying capacity: branded products

f.) very good paying capacity: International brands

g.) excellent paying capacity: branded electronics

h.) extra ordinary paying capacity: very high range unique items

**Note: Use appropriate function 2.5 marks**

b) Generate information of paying capacity of customers in various states as per the gender and marital status. **2.5 marks**

c) In which states there are more number of "no paying capacity customers". **2.5 marks**

d) Calculate some taxes which needs to pay by everyone which is 10% flat of their annual income. **2.5 marks**

**Questions.4**

1. Find out gender wise website visits and order amount, give your analysis.  **Note: Analysis needs to be given in the excel sheet 5 marks**

**b)** Explain graphically the performance of various education background of customers as per their paying capacity**. (Use Pivot Chart) 2.5 marks**

c) Filter out all the Female bachelors of Sikkim with extraordinary paying capacity. **(Use Filters)**

**2.5 marks**