**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**END TERM EXAMINATION, JAN-2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Data Visualization Techniques** | Course Code | **IT501** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

* **All Questions are compulsory**
* **Q1. Please write the explanation in the Answer sheet**
* **Q2, 3 and 4, submit the Tableau file and analysis and interpretation in Answer sheet**

……………………………………………………………………………………………………………...…………………………………………….

**Questions.1** Explain the principle of Gestalt applicable in each of the figure and explain the practical utility of the same by sharing an example. **[10 Marks]**

|  |  |  |  |
| --- | --- | --- | --- |
| Gestalt principle figure-ground example | Gestalt principle - continuity |  | Gestalt principle - closure |
| a) | b) | **c)** | **d)** |

**Questions.2** Using the Southern Region sheet from the “Q2 excel file”, create an interactive dashboard having tiled view with two sheets as specified below:

• Sheet 1 showing visual of Sales by Month (Line Diagram), having a filter on Product Category field.

• Sheet 2 having profit Map State-wise.

The filter should work for all the elements in the dashboard also add an explanatory element by adding a text object with detailed information. The Dashboard should have a hover action, when the mouse is over state corresponding sales by month automatically changes. **[10 Marks]**

**Questions.3** Using the “Q3 excel file” dataset, create a dashboard by which we can take a decision on best and worst team, please parameters given in the excel sheet. **[10 Marks]**

**Questions.4** Using the “Q4 excel file” dataset create a story explaining over functioning of West region.

**[10 Marks]**