**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2021-23)**

**END TERM EXAMINATION, Nov-2022**

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| Course Name | **Business Intelligence for Decision Making** | Course Code | **40826** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

* All the questions are compulsory.
* Students are supposed to upload only the PowerBI file and mention the interpretation in the separate MS Word File.

**Questions.1:** Using the *“customer dataset”* use appropriate visual to answer the below mentioned questions**: (15 Marks)**

1. Explain the customer acquisition status in different years. If organisation would like to take a call on acquisition mode which one, would you suggest and why?
2. Comment on the customer satisfaction based on delivery performance in different states.
3. Explain the product’s performance in different years based on cost price.
4. Compare the revenue gained in return orders, which state is having highest number of return orders (specify the number of return orders), What, according to the information provided, could be the reason for this?
5. Comment on impact of delivery status on revenue? Is the trend the same in all the years?

**Questions.2:** Create a dashboard based on *“Sales dataset” focussing on below mentioned statements, use drill-down function wherever it is required.*  **(15 Marks)**

1. Comment on channel sales best in terms of sales output, compare among domestic and international.
2. Comment on the Employee performance in various sales territories.
3. Evaluate efficiency of different managers, in various years.
4. List down top 10 customers and information about them.
5. Evaluate sales among various categories in terms of different pay types.

**Questions.3.** As an HR Manager of ABC Sales Firm, the owner of the organization assigned you a task to plan some fool proof appraisal procedures for employees and managers. Explain the entire procedure using HR Dashboard design in a manner so that you can convince the owner to adopt your appraisal procedure. "Use the Sale data". **(10 Marks)**