**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

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

**IMPROVEMENT- EXAMINATION, Dec-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.
* The students are only allowed to use Desktop of IT Lab.

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

1. Explain the food preferences on the basis of weather conditions. Are the food preferences the same in urban and metropolitan areas?
2. Is there any delay in the order if we order meals over snacks?
3. As per the current news, the pickup of electric vehicles is increasing, and this will lead to fast delivery of items by electric scooters.
4. Is the condition of the vehicle more important than traffic in terms of order delivery timings?
5. People in metropolitan region order more snacks during festive season.? Justify

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

1. *Explain the discounts available in various regions and whether there is a link between discounts and sales.*
2. Explain the shipping modes of categories in different states; which is the more popular shipping mode in California?
3. *List down most profitable customers in terms of both sales and profit.*
4. *Is the technology sub-category always using "second class" ship mode? If not, then which ship mode do they prefer most?*
5. *If a store manager wants to hire delivery boys, how would he decide the number of boys required at different locations in the city?*

**Questions.3.** As a store manager which sub-category of Category you will promote and in which region, justify your reason with appropriate Dashboard and explanation. Use *“Store dataset*

**(10 Marks)**