M.P. Birla Institute of Management LIBRARY

DATA VISUALIZATION AND BUSINESS REPORTING USING TABLEAU DECEMBER 2025

(CBCS Scheme 2019-20)

Time: 3 Hours **Maximum Marks: 70**

Note: *Students need to use the data given and demonstrate using the same*

Section A: Lab Session – 1

Execute the program and interpret your analysis from any one of the following.

(1 X 20 = 20)

1) Demonstrate Normal Distribution & Logical / Aggregate Functions and create a Visualization

Dataset to be used: ***Customer Personality Analysis Dataset***

Normal Distribution demonstration – 10 marks
Logical/Aggregate Functions in Calculated Fields – 10 marks

2) Demonstrate Heat Maps & Sorting/Filtering with different Chart Types and build a Dashboard

Dataset to be used: ***Walmart Sales Forecasting Dataset***

Heat Maps – 10 marks
Sorting, Filtering & Chart Types + Dashboard – 10 marks

Section B: Lab Session – 2

Execute the program and interpret your analysis from any one of the following.

(1 X 20 = 20)

3) Demonstrate Production & Operations Analytics and build a Dashboard

Dataset to be used: ***Manufacturing Production Efficiency Dataset***

- *Operations/Production Analytics – 10 marks*
- *Dashboard – 10 marks*

4) Demonstrate Sales & Marketing Analytics and design an engaging Story

Dataset to be used: ***E-Commerce Sales Dataset***

- *Sales & Marketing Analytics – 10 marks*
- *Story – 10 marks*

Lab Record Book – 20 Marks

Viva Voice – 10 marks