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 Reference Lines, Trend Lines & Forecasting and build a Story
Dataset to be used: ***Retail Transactions – Online Sales Dataset***

Reference/Trend/Forecast – 10 marks
Story – 10 marks

2) Demonstrate Market Basket Analysis & Pareto Analysis
Dataset to be used: ***Retail Store Sales***

Marks pattern:
Market Basket Analysis – 10 marks
Pareto Analysis – 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 Marketing Analytics and build a Dashboard
Dataset to be used: ***Spartan Race Facebook Posts***

- *Marks pattern:*
  - *Marketing Analytics – 10 marks*
  - *Story – 10 marks*

4) Demonstrate Human Resource (HR) Analytics and create a Story
Dataset to be used: ***IBM HR Analytics – Employee Attrition & Performance***

- *Marks pattern:*
  - *HR Analytics – 10 marks*
  - *Dashboard – 10 marks*

Lab Record Book – 20 Marks

Viva Voice – 10 marks