**Essentials of IT**

**April 2024 Examination**

**Question 1: 1. Create a line chart to visualize the trend in the number of "Impressions" over the six months. Label the axes appropriately.**

**2. Create a scatter plot to show the relationship between the "Impressions" and "Clicks." Each point on the scatter plot represents a month. Label the axes accordingly.**

**3. Generate a bar chart to compare the "Conversions" for each month. Use the "Month" as the x-axis and "Conversions" as the y-axis**

**Introduction**

The success of a marketing campaign relies significantly on comprehending and evaluating its overall performance indicators. As a data analyst for an advertising company, I have been assigned to examine the results of a six-month promotional campaign for a newly launched product. The dataset contains essential information, including the monthly Impressions, Clicks, and Conversion figures. This file allows us to explore the knowledge obtained from this information by using visual representations such as line charts, scatter plots, and bar charts.

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**Question 2: You are a software developer working on a project to build an e-commerce website for a client. The website will handle a large volume of product listings, customer data, and sales transactions. Your client is curious about the importance of the role of a Database Management System (DBMS) in this project and wants to understand the critical aspects of DML and DDL. Write a response to your client's inquiry**

**Introduction**

Dear,

I trust that this correspondence reaches you in good health. Your dedication to understanding the need for a Database Management System (DBMS) in our e-commerce website project is admirable. Let us examine a crucial function of a vital Database Management System (DBMS): the ability to handle extensive product listings, consumer statistics, and revenue transactions.

The DBMS is the core of our purpose, providing a single repository for efficiently organizing and storing data. The software's capacity to arrange and classify information into tables is highly beneficial, as it

**Question 3. A: Using the provided dataset, perform the following calculations and analysis using Excel functions: (5 marks)**

**1. Calculate the average monthly Revenue for the months presented in the table (January-June).**

**2. Find the maximum monthly profit and identify the month in which it occurred.**

**3. Determine the minimum monthly expenses and identify the month in which they occurred.**

**4. Calculate the total profit for the months presented in the table (January-June).**

**5. Compute the percentage change in Revenue from May to June**.

**Introduction**

Examining the monetary statistics from January to June provides valuable insights into the employer's overall performance. The main discoveries are as follows:

The monthly revenue consistently increased, reaching its highest point at $8,500 in June. This trend represents a remarkable surge in sales and is a crucial measure for evaluating the firm's financial well-being.

**Concept and**