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| <b>Name</b>   | Assessment 2 – Report                          |
| <b>Due</b>    | Sun 27 May 11:59pm                             |
| <b>Weight</b> | 30%  |
| <b>Submit</b> | PDF Document & Jupyter Notebook via Blackboard |

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## Rationale and Description

The primary focus of this unit has been to address business concerns with data analytics. An important dimension of this focus is found in creating insight from the analytics that is meaningful to key stakeholders such as the senior managers in a company.

This assessment builds on what you have learnt in assessment 1 by taking the data analytics and visualisation/s and creating a report suitable for executive management. The report will not include any code or any discussion of the analytics techniques, but rather will focus on a business understanding of the data, the analysis conducted to address the business concern, the results of the analysis, and recommendations for executive management based on the analysis conducted. The report itself will be a PDF document, but you will also submit a Jupyter notebook that documents your work in creating the report.

## Learning Outcomes

A successful completion of this task will demonstrate:

1. An understanding of the complete process of data analytics to address business concerns
2. An understanding of the needs of executive management in terms of business insight, and how these needs might be addressed in a data analytics report
3. An ability to synthesise appropriate data, analysis techniques, and visualisation styles to address a complex business problem.

## Essential Elements

To be successful in this task, you will need to include the following:

1. A report which includes:
  - a. A single page executive summary
  - b. A statement of the problem being addressed
  - c. A general description of the data selected with key reasons for selection, the way that it was used and why, and any ethical considerations taken into account
  - d. A high-level description of the analysis conducted
  - e. A presentation of the results in a format appropriate to both the analytics and to the audience, and any qualifications on the results
  - f. Actionable recommendations addressing the original problem

2. A Jupyter notebook which includes:
  - a. Your complete working for the analysis
  - b. Any notes on your decision-making process
  - c. Peer feedback notes including
    - i. The names and student numbers of the members of your group
    - ii. Feedback that you received and how you addressed it
    - iii. Feedback that you provided to others

## Marking Criteria

The maximum grade possible for this assessment is conditional on the scenario chosen. Working with a new scenario with different complexities demonstrates that you can apply what you have learnt in a different context, and warrants a higher potential grade than if you re-use previous data and analyses. Therefore:

- To achieve a maximum **possible grade of 7** (High Distinction) for this assessment, you **must** work with the provided challenge scenario that was not used in assessment 1.
- To achieve a maximum **possible grade of 5** (Credit) for this assessment, you may select any scenario from assessment 1 and take it further.

**Important:** In order to pass this assessment (grade 4 or above), you must have engaged in the process of peer feedback and documented the process in your Jupyter notebook.

Refer to the attached Criteria Sheet (rubric) for the primary criteria on which this assessment will be marked.

## Feedback

This assessment involves a process of peer feedback. **This is mandatory, and you cannot pass this assessment without participating in this process.** As part of this process, you are required to form a group of 3-4 people within your tutorial group, and follow the following steps:

1. Email a draft of your report to each person in your group
2. Make notes on the drafts that you receive
3. Meet together to discuss the feedback for each group member
4. Write a summary based on:
  - a. the feedback you receive from your group, including the names and student numbers of the group members who provided it, and how you acted on it.
  - b. the feedback you provided to others in your group, including the names and student numbers of the group members that you provided it to.

## Detailed Instructions

The following steps need to be completed for this assessment

1. Choose a scenario (note the potential grade limitation on assessment 1 scenarios)
2. Select data, perform analysis and create visualisations (Jupyter notebook)
3. Create a draft report (PDF)
4. Discuss your report with your peer feedback and summarise feedback given and received – note names of group members, and document feedback from each member **and** your response to it as well as the feedback you provided to other members in your group. (Jupyter notebook)
5. Revise report (PDF) and improve analysis and visualisations where necessary (Jupyter notebook)
6. Ensure final report language and formatting is appropriate for senior management audience (PDF)
7. Submit your final PDF report and your supporting Jupyter notebook.

## Resources

The following resources may assist with the completion of this task:

- Refer to the Lecture notebooks for information on business concerns, and the relationship between data analytics and business
- Refer to the Practical session notebooks for analysis techniques

## Questions

Questions related to the assessment should be directed initially to your tutor during the practical session. Your tutor may address these for the benefit of the whole class.

The teaching team will not be available to answer questions outside business hours, nor in the hours immediately before the assessment is due.

## Criteria Sheet – Assessment 2 Report - IAB303 Business Intelligence 咨询微信ri sepaper

| Criteria  | 7  | 6  | 5   | 4  | 3  | 2  |
|---|--|--|---|--|--|--|
| [1] Evidence of understanding senior management needs for insight.                                  | Provides exemplary insight that is highly relevant and clear for senior management decision making.        | Provides insight that is relevant and clear for senior management decision making.                     | Provides insight that is relevant and mostly clear for senior management decision making.                                     | Provides insight that is mostly appropriate and generally clear for senior management decision making. | There is a lack of insight and/or it is not clearly presented for senior management decision making.                 | There is little or no evidence of understanding insight for senior management decision making.               |
| [2] Demonstration of appropriate techniques for reporting to senior management.                     | Develops a clear and consistent narrative that is highly engaging for senior management.                   | Develops a clear and consistent narrative that is interesting for senior management.                   | Develops a clear and consistent narrative that is useful for senior management.   | Develops a narrative that is generally clear and consistent and sufficient for senior management.      | The narrative is lacking in clarity and/or consistency and/or is not appropriate for senior management.              | There is little or no demonstration of a narrative appropriate to senior management.                         |
| [3] Evidence of a meaningful connection between data analytics and a business concern.              | Makes a meaningful connection between data analytics and a business concern with highly relevant insights. | Makes a meaningful connection between data analytics and a business concern with appropriate insights. | Mostly establishes a meaningful connection between data analytics and a business concern with generally appropriate insights. | Sufficiently connects the data analytics to a business concern to provide some insight.                | There is a lack of a meaningful connection between the data analytics and a business concern and/or limited insight. | There is little or no evidence of a meaningful connection between the data analytics and a business concern. |
| [4] Demonstration of a complete data analytics process.   | The data analytics process is complete, clearly appropriate and implemented in an exemplary way.           | The data analytics process is complete, clearly appropriate and implemented well.                      | The data analytics process is complete but some minor improvements could be made to the implementation.                       | The data analytics process is mostly complete but the implementation could be improved significantly.  | The data analytics process is not complete and has significant implementation issues.                                | There is little or no demonstration of a complete data analytics process.                                    |
| [5] Evidence of understanding analytics visualisation and its significance to the business concern. | Provides exemplary evidence of a deep understanding of analytics visualisation and its significance.       | Provides evidence of a robust understanding of analytics visualisation and its significance.           | Mostly provides evidence of an understanding of analytics visualisation and its significance.                                 | Provides evidence of a basic understanding of analytics visualisation and its significance.            | There is a lack of evidence of understanding analytics visualisation and/or its significance.                        | There is little or no evidence of understanding of analytics visualisation.                                  |
| [6] Demonstration of effective English expression.  | Excellent English expression   | Very good English expression.  | Generally good English expression.  | English expression is satisfactory for the tasks.  | English expression is insufficient for the tasks.  | There is little or no evidence of a demonstration of English expression.                                     |
| [7] Demonstration of good quality formatting in report.   | Excellent formatting resulting in exemplary presentation and very easy to navigate report.                 | Good form formatting resulting in an easy to navigate report.  | Generally good formatting resulting in a readable report.   | Formatting is mostly suitable but could benefit from minor improvements.                               | Formatting suffers from major deficiencies that reduce readability.  | There is little or no attention to formatting quality.   |
| [8] PEER REVIEW   | Completed  |  |   |  | Not completed – Maximum overall grade of 3   |  |
| [9] SCENARIO  | Challenge Scenario   |  | Assessment 1 Scenario – Maximum overall grade of 5  |  |  |  |