

ASSIGNMENT BRIEF

HTU Course No: 00204313	HTU Course Name: Business Process Support
BTEC Unit Code: A/618/7428	BTEC UNIT Name: Business Process Support



Student Name/ID Number/Section	
HTU Course Number and Title	00204313 Business Process Support
BTEC Unit Code and Title	A/618/7428 Business Process Support
Academic Year	2024-2025 2
Assignment Author	Islam Alomari
Course Tutor	Islam Alomari - Ahmed Bataineh - Batool Alarmouti
Assignment Title	From Data to Decisions: Business Process Support
Assignment Ref No	1
Issue Date	19/04/2025
Formative Assessment dates	From 03/05/2025 to 29/05/2025
Submission Date	16/06/2025
IV Name & Date	Yara Alharahsheh 18/04/2025
Submission Format	
<p>Submission Format:</p> <ul style="list-style-type: none"> • Presentation (.pptx). • Powerbi file (.pbix). • Data file (.xlsx). • Orange file (.ows). • Signed declaration form. <p>Report Guidelines:</p> <p>Your submissions should be a soft copy via the eLearning school system. The presentation should be:</p> <ul style="list-style-type: none"> • Written in professional style format. • Include a cover slide: Student name, Class, Assignment Title, and Date. • Your work must be supported with references using the Harvard reference system. • Plagiarism more than 15%, shall result in failing the course. <p>Oral Exam:</p> <ul style="list-style-type: none"> • An oral discussion will be scheduled with your instructors to assess your understanding of the assignment. • Answering all tasks in the report will be evaluated through the oral assessment. So, if any question in the oral assessment for any criteria is not answered at the required level that means you will lose that criterion, even though you answered it in the report and not included directly in a specific question. 	
Unit Learning Outcomes	

LO1 Discuss the use of data and information to support business processes and the value they have for an identified organization.

LO2 Discuss the implications of the use of data and information to support business processes in a real-world scenario.

LO3 Explore the tools and technologies associated with data science and how it supports business processes.

LO4 Demonstrate the use of data science techniques to make recommendations to support real-world business problems.

Assignment Brief and Guidance

You are working as an analyst in an e-commerce start-up company. The company is undergoing rapid growth, and the management team has recently approved a new budget for your department. In light of this, your team has been tasked with delivering its first major project to demonstrate the value and implications of using data to support strategic decisions.

Your manager has asked you to **design and implement a data science solution** that supports decision-making related to a **real-world business problem**, particularly focusing on how data can enhance the work of the marketing department and company decision-makers.

You are also required to prepare and deliver a **professional presentation** to senior management, justifying your work and explaining how data science adds value to the organization. Your presentation should cover the following:

1. Collect and describe sales data for **at least three products** of a company of your choice. Explain how the data has been generated, what it includes, and why it is relevant.
2. Identify and discuss the **data science tools and technologies** used to collect, manipulate, and analyze the data. Explain how these tools help convert data into actionable insights that support decision-making
3. Discuss the **business process** your data science solution supports. Describe the **value** your solution brings to the marketing department and to the company as a whole.
4. Assess and evaluate the **value of the collected data and the extracted information** to different stakeholders, including:
 - Brand Managers
 - Sales Managers
 - Company Executives
5. Present the **design of your data science solution** with a clear and labeled **flowchart**. Explain each component of your solution and how it contributes to solving the identified problem.
6. Make a set of **justified recommendations** (use bullet points) based on your analysis. Each recommendation should be clearly linked to data insights and should support real-world decision-making.
7. Evaluate your data science solution against the **user and business requirements** of the chosen organization. Identify any gaps or potential improvements.
8. Discuss and analyze the **social, legal, and ethical implications** of using data and information within your project context.
9. Identify potential **data security threats** your solution might face. Propose suitable **security measures** to protect the data and maintain trust.
10. **Case Study Example:** Include a real-world example of an e-commerce company that experienced data theft, data loss, or corruption. Explain what happened, how it affected the business, and what actions

were taken to recover from the incident. Discuss the lessons your organization can learn from this case to strengthen its own data security strategy.

Learning Outcomes and Assessment Criteria			
Learning Outcome	Pass	Merit	Distinction
LO1 Discuss the use of data and information to support business processes and the value they have for an identified organization.	P1 Discuss how data and information support business processes and the value they have for organisations P2 Discuss how data is generated and the tools used to manipulate it to form meaningful data to support business operations	M1 Assess the value of data and information to individuals and organisations in relation to real-world business processes	D1 Evaluate the wider implications of using data and information to support business processes in an identified organisation
LO2 Discuss the implications of the use of data and information to support business processes in a real-world scenario.	P3 Discuss the social legal and ethical implications of using data and information to support business processes P4 Describe common threats to data and how they can be mitigated at on a personal and organisational level	M2 Analyse the impact of using data and information to support business real-world business processes	
LO3 Explore the tools and technologies associated with data science and how it supports business processes.	P5 Discuss how tools and technologies associated with data science are used to support business processes and inform decisions	M3 Assess the benefits of using data science to solve problems in real-world scenarios	D2 Evaluate the use of data science techniques against user and business requirements of an identified organisation
LO4 Demonstrate the use of data science techniques to make recommendations to support real-world business problems.	P6 Design a data science solution to support decision making related to a real-world problem P7 Implement a data science solution to support decision making related to a real-world problem	M4 Make justified recommendations that support decision making related to a real-world problem	