

Assignment 1

This assignment is worth 15% of your overall grade and is due on Blackboard by **11:59 PM on Friday, May 19th, 2023**.

Context: You are interviewing for an entry-level position as a data analyst / business intelligence developer for the Global Superstore. In advance of the interview, they provide you with a dataset and ask that you prepare a dashboard using the given data that would help create value for their business. You must choose a theme from the dataset (e.g. regional profitability, sales vs product types, etc.) and provide insights and actionable recommendations based on your chosen theme along with the dashboard.

Using the Global Superstore data, connect to Power BI and create a dashboard following the best visualization practices and techniques. Using your dashboard, answer the following questions in a written report: What insights are you able to find using your dashboard? What recommendations would you make to the Global Superstore? Please include at minimum 3 insights and 2 recommendations. Submit your Power BI file and written report through Blackboard.

Mark Breakdown

1) Dashboard (6 marks)

- Passes the 5 questions for a dashboard review (5 marks, 1 mark per question passed)
- Minimum of 5 different visualizations are included in the Power BI file

Recall the five questions, as discussed in class:

1. What problem/question does this solve/answer? (i.e. clear purpose)
2. Is this the best way to display the information?
3. Does everything add value?
4. Is there functional interactivity? (e.g. filtering capabilities)
5. Are there clear labels?

2) Report (6 marks)

Content (5 marks):

- Minimum 3 insights and 2 recommendations are provided
- Insights can be clearly observed within the dashboard and logically lead to strategic recommendations
- Recommendations are actionable and would create value for the Global Superstore
- All insights and recommendations are based on the information provided through visualizing the data and not about the quality or layout of the underlying dataset / data collection techniques

Writing Style / Grammar (1 mark)