**NAME**

**COLLEGE NUMBER**

Assessed Coursework Business Data Analytics (MSc)OIM7502-B100%

AssignmentAssignment outline

This individual 3,000 word assessment is

worth 100% of the module marks in which you are required to submit a

detailed two part report highlighting the significance of data

analytics to businesses.

Scenario:

You have been invited by the senior

board of directors to submit a detailed business case for investing

into specialist data analytics software to support business operations

at your company. The company and senior management are optimistic,

however given a lack of experience in Business Intelligence and Data

Analytics, they are unsure of its true value. Therefore, your aim is

to demonstrate how data analytics can help the organisation become

more agile and derive value in various areas of the business, whilst

also considering challenges associated with its implementation. The

assessment consists of two parts:

Part A (1,250 words)

(Part A is

worth 30% of the module marks)

**(i)Provide a literature review**

addressing the present and future role of data analytics for

businesses. In part A you are required to draw upon the relevant

topics from this module and through wider reading present a critical

literature review which discusses the current and future trends,

challenges and opportunities of data analytics for businesses. You are

expected to focus on a particular sector in your assignment.

**Part B**

(1,750 words) (Part B is worth 60% of the module marks)

(ii)Through the

skills gained during the SAS lab sessions, address specific business

scenarios and provide actionable insights from the data in a clear and

concise manner through;(a) generating relevant business scenarios

(10%)(b) analysing data in SAS which addresses your business scenarios

(20%)(c) recommending decisions based on your analysis (30%)

In part B, you are expected to analyse data and show evidence of your

data querying and reporting abilities by performing any of the

following tasks relevant to your chosen scenarios:Importing Data

FilesIntroduction to Tasks and WizardsCreating a Frequency Report

Generating HTML, PDF, and RTF OutputCreating a Listing

ReportFiltering Data in a Task Creating a GraphFiltering and

Sorting DataCreating New Columns with an ExpressionGrouping and

Summarizing Data in a Query Joining TablesGenerating Summary

Statistics Creating a Summary Report with the Summary Tables

TaskPrompting in ProjectsCreating and Using Prompts in

TasksCreating and Using Prompts in QueriesCombining Results

Updating and Organizing ProjectsYou are expected to incorporate your

analysis in the main body of your report and in the appendices

section, where relevant. You MUST place emphasis on your ability to

evaluate and interpret your analysis, whilst providing insights into

how the analysed data promotes decisions and recommendations. The

business scenarios CANNOT be identical to those performed during the

lab sessions. Although diverse data-sets will be provided to choose

from, you are responsible for providing contextual details where

relevant, including a company name of your choice.Finally remember,

this report is being submitted to the CEO and senior management of

your company, therefore it should be structured accordingly, as a

professional business report (Overall presentation and structure is

worth 10%)