

LFN1 — LFN1 TASK 1: THE DATA ANALYTICS LIFE CYCLE

THE DATA ANALYTICS JOURNEY — D596

PRFA — LFN1

Task Overview

Submissions

Evaluation Report

COMPETENCIES

4156.1.1: Applies the Data Analytics Life Cycle

The learner applies the data analytics life cycle to real world business scenarios.

4156.1.2: Proposes a Data Analytics Plan

The learner proposes a data analytics plan to solve a business problem.

INTRODUCTION

In this task, you will apply your knowledge of the data analytics life cycle by assessing your own experiences and interests, describing each phase of the life cycle, and proposing additional expertise in necessary areas.

Additionally, you will apply your knowledge of the data analytics life cycle by choosing a data analytics tool or technique and describing how it could be used in a familiar organization, assessing the problems and summarizing what you have found.

REQUIREMENTS

Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.

You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

*Tasks may **not** be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).*

- A. Describe *each* of the **seven** phases of the data analytics life cycle, adding a reflection of your own expertise to *each* phase described.
1. Propose a way, with at least **one** example of *each*, that you might gain expertise in *each* of the **seven** phases.

2. Explain how the goal and mission of the organization help the analyst to identify the business requirement.

B. Apply your knowledge of the data analytics life cycle by selecting one data analytics tool or technique and describing how the tool or technique might be used in one phase of the data analytics life cycle in an organization about which you have some knowledge.

1. Include **three** risks of using the selected tool or technique for data analytics.
2. Describe an organizational or technical problem using the selected tool or technique.

C. Describe the decision-making process of selecting the appropriate data analytics tool or technique from part B.

1. Justify the organizational or technical need for the selected tool or technique.
2. Summarize the results of using the selected tool or technique in the life cycle phase you selected in B.
3. Evaluate the 3 potential ethical problems of using the selected data analytics tool or technique identified in part B1 for this particular problem.

D. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

E. Demonstrate professional communication in the content and presentation of your submission.

File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - _ . * ' ()

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, csv, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

RUBRIC

A: PHASES OF THE DATA ANALYTIC LIFE CYCLE

NOT EVIDENT

A description of phases of the Data Analytics life cycle is not provided, or a reflection of the learner's own expertise is not included.

APPROACHING COMPETENCE

The description includes some but not *all* of the 7 phases of the data analytics life cycle, or a reflection of the learner's own expertise is added to some but not *all* of the phases described.

COMPETENT

The description includes *each* of the 7 phases of the data analytics life cycle, including a reflection of the learner's own expertise for *each* phase described.

A1: PROPOSAL TO GAIN EXPERTISE

NOT EVIDENT

A proposal is not included, or it does not include any examples.

APPROACHING COMPETENCE

The proposal addresses a way that the learner might gain ex-

COMPETENT

The proposal addresses a way that learners might gain exper-

pertise in some but not *all* of the 7 phases, or it does not include examples.

tise in each of the 7 phases, and it includes an example for each.

A2:HOW THE GOAL AND MISSION HELP THE ANALYST

NOT EVIDENT

An explanation of the goal or mission of the organization is not provided.

APPROACHING COMPETENCE

The explanation addresses how the goal or mission of the organization helps the analyst to identify the business requirement, but not *both*.

COMPETENT

The explanation addresses how *both* the goal and mission of the organization help the analyst to identify the business requirement.

B:DATA ANALYTICS LIFE CYCLE

NOT EVIDENT

A description of the selected data analytics tool or technique is not provided.

APPROACHING COMPETENCE

The description of the selected data analytics tool or technique does not address how the tool or technique might be used in one phase of the data analytics life cycle in an organization about which the learner has some knowledge, or the description is not plausible.

COMPETENT

The description of how the selected data analytics tool or technique might be used in one phase of the data analytics life cycle in an organization about which the learner has some knowledge is plausible.

B1:RISKS

NOT EVIDENT

The submission does not include *any* risks of using the selected tool or technique for data analytics.

APPROACHING COMPETENCE

The submission includes fewer than 3 risks of using the selected tool or technique for data analytics.

COMPETENT

The submission includes 3 risks of using the selected tool or technique for data analytics.

B2:DESCRIPTION OF PROBLEM

NOT EVIDENT

A description of the organizational problem is not provided.

APPROACHING COMPETENCE

The description of the organizational problem using the se-

COMPETENT

The description of the organizational problem using the selected tool has sufficient depth.

lected tool does not include sufficient depth.

C: TOOL SELECTION PROCESS

NOT EVIDENT

The submission does not describe the decision-making process of selecting the appropriate data analytics tool or technique from part B.

APPROACHING COMPETENCE

The submission partially describes the decision-making process of selecting the appropriate data analytics tool from part B.

COMPETENT

The submission describes the decision-making process of selecting the appropriate data analytics tool or technique from part B.

C1: ASSESSMENT OF PROBLEM

NOT EVIDENT

The submission does not assess the organizational problem using the selected tool.

APPROACHING COMPETENCE

The submission does not assess the organizational problem using the selected tool in sufficient depth.

COMPETENT

The submission assesses the organizational problem using the selected tool in sufficient depth.

C2: FINDINGS

NOT EVIDENT

The submission does not summarize the findings using the selected tool.

APPROACHING COMPETENCE

The submission does not summarize the findings using the selected tool in sufficient depth.

COMPETENT

The submission summarizes the findings using the selected tool in sufficient depth.

C3: POTENTIAL ETHICAL RISKS

NOT EVIDENT

The submission does not evaluate *any* potential ethical risks of using the selected data analytics tool for this particular problem.

APPROACHING COMPETENCE

The submission evaluates fewer than 3 potential ethical risks of using the selected data analytics tool for this particular problem, or the risks evaluated are not the same as those identified in part B1.

COMPETENT

The submission evaluates *all* 3 potential ethical risks of using the selected data analytics tool identified in part B1 for this particular problem.

D: SOURCES

NOT EVIDENT

The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.

APPROACHING COMPETENCE

The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate.

COMPETENT

The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.

E: PROFESSIONAL COMMUNICATION**NOT EVIDENT**

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

APPROACHING COMPETENCE

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

COMPETENT

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.