|  |  |
| --- | --- |
|  | |
| Name: Jason Tse |
| Course Date: 08/09/2025 |
|  |

**Table of contents**

Day 1: Task 1

Please complete the below boxes on commons laws and regulations that must be followed when working with customers data, use the below bulleted list to support your answers.

* What is it
* Why is it important
* Provide a real-world example of how you can follow it
* How does it impact working with data
* What could happen if you breached it

|  |  |
| --- | --- |
| Data Protection Act | The Data Protection Act is a law governing how personal data is collected. It is important because it gives individuals the right to have their personal information kept safe and protected. When processing a payment, it is important to the payment being process is legitimate. This includes entering your name, address, and payment information. Breaching this act can lead to people's personal information being stolen such as logins and credit card details. |
| GDPR | This is a law that sets strict rules how organisations process personal data. This is important so that data can be processed lawfully, fairly, and transparently, using appropriate security measures and respecting individual's rights to access, change or delete their data. A way to follow this act is being transparent and only collect necessary data with a lawful basis. This act covers every aspect of working with information. from data capture to data erasure. Breaching this act can lead up to reputational damage and financial penalties. |
| Freedom of Information Act | This act grants the public a right to acess recorded information including documents, emails, and digital records. This is important because it promotes openness and transparency in government, ensuring public authorities are held accountable by allowing citizens access to information on decisions and strengthens democracy. |
| Computer Misuse Act | The Computer Misuse Act is a UK law that criminalizes unauthorized access to computer systems, data, and the damaging or altering of computer operations. This act is important as is protects personal data, preventing cybercrime, and safeguarding the integrity of computer systems and networks from illegal activities like hacking and malware. Breaching the Computer Misuse Act can lead to fines, imprisonment (up to life for serious offenses), and a criminal record, which may impact future employment and international travel. |

Day 2: Task 1

Please research and complete the following tasks within the retail-sales\_dataset.xlsx document, paste a print screen into the provided boxes below:

* In the sheet ‘retail\_sales\_dataset’ add all available data between columns A –J into a ‘table’
* Using the ‘sort’ function, sort ‘Age’ to ‘largest to smallest’
* Using the ‘SUM’ function, show me the commission total in cell ‘L10’
* Using the ‘AVERAGE’ function, show me the average commission in cell ‘L11’

|  |  |
| --- | --- |
| Print screen 1 |  |
| Print screen 2 |  |
| Print screen 3 |  |
| Print screen 4 |  |

Day 2: Task 2

Please research and complete the following tasks within the retail-sales\_dataset.xlsx document, paste print screens into the provided box below:



|  |  |
| --- | --- |
| Print screen 1 | 1a)    1b)    1c)    2)    3)    4)    5)    6) |

Day 2: Task 3

Using the skills developed today, have some fun with the data set you have imported. Paste your work below and enjoy!

|  |  |
| --- | --- |
| Print screen 1 | Made a table:    Using the SUM function to find the total number of sales outside of Japan:    Using the AVERAGE function to find the average number of sales across NA, EU, JP and Other regions:    Using the MAX function to find the highest number of sales per region:    Using the MIN function to find the lowest number of sales per region:    Filtered games made by Nintendo and by recent year: |

Day 3: Task 1

Please download the dataset ‘Day\_3\_Task\_1\_Bike\_Sales\_Pivot\_Lab.xlsx’ and the lab instructions.

Do not worry if you do not complete the lab, just working with data and playing with the pivot table will be good experience.

Please paste your final pivot table below and complete the reflection questions:

|  |  |
| --- | --- |
| Print screen 1 |  |
| In which markets does Germany have customers? | In Germany most customers are from the 35-64 age group. |
| What country has sales in all markets? | Australia and the United Kingdom has sales in all age group markets. |
| What are the most profitable markets by country, age group, and gender? | Australia is the most profitable market in terms of age group as all age groups have purchased bicycles. In terms of gender, the United States has the largest amount of females and males that have purchased bicycles. |
| Any other findings? | In the Youth category, the United Kingdom has lowest number of bicycle sales for females. In general most customers are older adults aged between 35-64 across all countries. |

Day 3: Task 2

The dataset below tracks the sales performance of different products in various counties in England. Please paste the dataset into a blank Excel workbook. Your task is to:

* **Create a Pivot Table** to summarise the data by county and product.
* **Use the SWITCH function** to categorise products based on their sales volume.

***Dataset:***

|  |  |  |
| --- | --- | --- |
| **County** | **Product** | **Sales Volume** |
| Yorkshire | Laptops | 500 |
| Yorkshire | Smartphones | 200 |
| Cornwall | Laptops | 700 |
| Cornwall | Printers | 400 |
| Lancashire | Smartphones | 150 |
| Lancashire | Laptops | 600 |
| Essex | Printers | 800 |
| Essex | Smartphones | 300 |
| Durham | Laptops | 250 |
| Durham | Printers | 300 |
| Greater Manchester | Smartphones | 600 |
| Greater Manchester | Laptops | 400 |

***Step 1: Create a Pivot Table***

* Select the dataset (columns A to C).
* Insert a Pivot Table to summarise the data by **County** in the rows and **Products** in the columns. Use **Sales Volume** as the value to be summarised.

***Step 2: Use the SWITCH Function***

In a new column next to your data, use the SWITCH function to categorise products based on **Sales Volume** as follows:

* For sales greater than 600: **"High"**
* For sales between 300 and 600: **"Medium"**
* For sales less than 300: **"Low"**

**SWITCH Function Example**:

=SWITCH(TRUE, C2 > 600, "High", C2 >= 300, "Medium", "Low")

* Apply this formula to each row, and check if the products are categorised correctly.

***Submission:***

* A completed Pivot Table summarising sales by county and product.
* A new column in the dataset categorising products by sales volume using the SWITCH function.
* Please paste your completed work below

|  |  |
| --- | --- |
| Print screen 1 |  |

Day 3: Task 3

Please download the dataset ‘Day\_3\_Task\_3\_Bike\_Sales\_Visualisations\_Lab.xlsx’ and the the lab instructions. Do not worry if you do not complete the lab, just working with data and playing with the charts will be good experience.

Please paste your results below:

|  |  |
| --- | --- |
| Print screen 1 |  |

Day 4: Task 1

You have been asked to deliver your analysis findings to the board of directors, with your analysis you have identified that customers are leaving your company at the 12-month point, this is typically when they receive their renewal price.

Conduct research and complete the below questions:

|  |  |
| --- | --- |
| How would you prepare for the delivery? | Firstly I will conduct my research on sales at my company. This will give me the knowledge and information for me to present to the board of directors with confidence. |
| What tools would you use for the delivery? | To present my research findings I will use datasheets gathered from my company's databases. I will present this data in tables, graphs and charts visualualised from Microsoft Excel. |
| What is prospecting and why would you complete this before your delivery? | I would find the reasons why customers are leaving or have lost interest in my company's products. This has to be done before the delivery so I can provide factual and accurate information to the directors. |
| Tell me best practices for public speaking and providing updates to senior leaders | Preparing my research materials with a focus on a clear structure. I should make eye contact, speak clearly and confidently and to not stutter. Using strategic pauses as to not speak too much. |
| What will you show the board in your delivery? | I will show my data and research findings. The information I present will include what products customers have purchased, any trends in sales throughout the 12-month period and any reasons for the trend. |
| How will you articulate the changes that are needed? | I will clarify the problem and then create a clear strategic narrative and detailed roadmap that explains the who, what, why, and how of the change. |
| Provide a list of online resources and videos that will support your preparation for public speaking | LinkedIn:  [https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning" HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"& HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"trk=default\_guest\_learning" HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"& HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning" HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"& HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"trk=default\_guest\_learning" HYPERLINK "https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"trk=default\_guest\_learning](https://www.linkedin.com/learning/speaking-confidently-and-effectively?upsellOrderOrigin=default_guest_learning&trk=default_guest_learning)  [https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning" HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"& HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"trk=default\_guest\_learning" HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"& HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning" HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"& HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"trk=default\_guest\_learning" HYPERLINK "https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default\_guest\_learning&trk=default\_guest\_learning"trk=default\_guest\_learning](https://www.linkedin.com/learning/how-to-speak-so-people-want-to-listen?upsellOrderOrigin=default_guest_learning&trk=default_guest_learning)  Reddit:  <https://www.reddit.com/r/PublicSpeaking/>  7 Public Speaking Tips for Beginners: <https://www.youtube.com/watch?v=Ns_z4wEtdRM> |
| Evaluate tools that provide visualisation.  Tell me what they are.  Tell me what you would choose when delivering your presentation and why | Microsoft Excel is a great and useful tool to analyze data. I can use this tool to display my company's information this includes it's customers, products, sales figures. In Excel I can create bar charts, pie charts and line graphs to visualize the data I have gathered.  To display my data I would use line graphs as I can use this show any trend patterns in why customers are leaving the company accross the 12-month period. |

|  |
| --- |
| **Course Notes** |

It is recommended to take notes from the course, use the space below to do so, or use the revision guide shared with the class:

|  |
| --- |
|  |

|  |
| --- |
| **Additional Information** |

We have included a range of additional links to further resources and information that you may find useful, these can be found within your revision guide.

**END OF WORKBOOK**

**Please check through your work thoroughly before submitting and update the table of contents if required.**

**Please send your completed work booklet to your trainer.**