Business Intelligence - EBUS3030
Assignment 1 – Marking notes

Breakup of Marks

Assignment Component	Percentage Allocation
Data Model	30%
ETL	10%
Base Analysis	30%
Executive Summary	10%
Team Presentation	20%
Assumptions	100%

Data Model
Points of the data model that will be viewed for documentation/diagrams around the data model design with the following key aspects:
- A data model according to standards indicated in lecture
- A data model that is functional
- Links between tables that are clearly understandable
- Any limitations/constraints based on your analysis

ETL Process
Key aspects to be covered:
- Evidence of SQL script to perform the ETL from the base/raw dataset to the data model design provided.

Base Analysis
The key elements that should be provided are:
- Provide the SQL scripts/process used in all calculations/analysis.
- Provide the output of the SQL scripts provided above to enable understanding of the output from the database (from the teams queries).
- Record of any assumptions that have been made or limitations addressed as part of the analysis aspect.

Executive Summary
This should be a very brief (1-page summary) that presents a clear concise response back to the CEO question about the sales leader from the office.
There should be a suggestion of who the sales leaders are from the analysis above.

Group Presentation
This element is around participation and a demonstrated understanding of the material. All members of the team need to participate in the presentation and answer questions.

Assignment 1 – Example of Executive Brief

Executive Brief

To: Head of Sales - BIA Inc

Overview of Analysis Question

At the request of the head of sales we have been asked to conduct a analysis on sales for 'BIA Inc'in order to obtain an the sales leader from the site.

"I've heard that people aren't motivated at the moment and sales aren't as good as we had hoped. To try and provide incentives for staff, I want to provide an award (and probably associated cash prize) to my best performer for sales from this Office, I need you to tell me who that is?

As part of your response I want you to provide the justification as to why the particular sales officer was selected because we need governance over things like this."

Summary of analysis

You should present a clear concise response on the process & any limitations or assumptions.
It should detail the main aspect of comparative analysis between the staff within the office.
A table of summary information or textual representation would be acceptable if it is clear and thee is explanation of how it was achieved.

I should be able to see a clear ordering/ranking that allows quick analysis to occur as to who the leader(s) are.

Recommendation from Analysis

A clear 1 paragraph response to question detailing the team's suggestion to the head of sales question around the sales leader

"As a result of the analysis undertaken, we have ranked the staff by number of transactions/sales/etc as outlined above. It is our suggestion that should you wish to look to reward staff member, xxx.