Assignment 1 Broadband Analytical Study

Name: Broadband Analytical Study
Type: Written document
Issued: 8:00 PM AEST Monday of Week 1
Due: 11:59 PM AEST Sunday of Week 3
Weight: 25%
Length: 2500 words +/-10%
Submission method options : pdf or word submission to JCU learn

Include the following file in your submission to LearnJCU

1. Assessment PART A ,B, C Completed answers for Assessment questions as word document
2. Supporting charts or tables in your analysis

Be sure to include your last name and your first name in the file names and zip file name. Upload all submission files in one go. You can upload as many times as you want, but only the last submission is graded.

Related subject learning outcome:
• Identify how data is integrated as a strategy in different organisations based on strategic management theory (2.2.2)
• Run scenario-based models and frameworks for planning, decision-making and control of business problems, interpret model results, and make recommendations to stakeholders (2.2.6)
• To critically examine different viewpoints and synthesize different materials around trust, leadership and communication to understand how these subjects relate to power and influence in an organisation.(2.2.7)

Specifically, this assessment evaluates your ability to:

1) Run scenario-based models and frameworks for planning, decision-making and control of business problems, interpret model results, and make recommendations to stakeholders
2) Show you that analytics and decision-making are iterative processes and that after each new decision there is typically new data to analyse and understand.
3) Suggest that successful organisational performance is the result of several possible factors and combinations of factors—rarely is there one single explanatory variable that explains an outcome.
4) Communicate that all predictions and forecasts are based on probabilistic assumptions, the result being a range of possible results.

Assessment Instructions

On 21 May 2020, the ACCC released its ninth performance report for the Measuring Broadband Australia program.

https://www.accc.gov.au/system/files/MBA_Report%209.pdf

Average NBN download speeds by technology and plan were reported along with average hourly upload speeds – ADSL and NBN plans.

As part of a strategic performance review of national broadband network (NBN) commissioned by the current Minister of Communications a comparative statistical analysis has been requested to benchmark the NBN against other identified datasets to understand what an improved approach to benchmark reporting might be to inform three things

- strategic decision makers in the department making investment decisions to improve home broadband performance
- where technology network performance improvements could be made
- to re-build trust in the current performance reporting of NBN in the public domain

The minister is particularly interested in the UK as a benchmark given a similar NBN was built in the UK to improving home broadband performance over the same time period. The regulator in the UK (Ofcom) released a similar report to the ACCC based on a user panel approach.

https://www.ofcom.org.uk/__data/assets/pdf_file/0015/100761/UK-home-broadband-performance,-November-2016-Technical-report.pdf

Ofcom in the UK also released an interactive dashboard of their results and findings on Tableau

https://public.tableau.com/profile/ofcom#!/vizhome/UKHomeBroadbandPerformanceReport/Story

In this assessment you are to critically review and compare the two datasets, ask some strategic questions and see if you can provide some further insight to the minister commissioned report.

Section A (35%)
Discuss the differences between sampling methods, technologies reported and metrics affecting performance reported used in the two reports.

Section B (35%)
Write a strategic question and provide an analytical summary answer using the comparative datasets from the UK and Australia. The strategic question is one that would be of interest to the minister and would form part of the commissioned report.

Section C (30%)
Based on your analysis write a short Strategic Executive Summary of 500-750 words summarizing your findings and what potential recommendations you would make to the minister on where to

invest, who to target that investment on and what changes to the performance reporting should be made.

Marking Criteria: MA 5840 Assignment 1

Criteria	High Distinction	Distinction	Credit	Pass	Fail
Criterion 1: **Section A** Comparative analysis of methods and metrics **(35%)**	Demonstrates sophisticated comparative analysis of methods and metrics	Demonstrates competent comparative analysis of methods and metrics	Evidence of understanding of comparative analysis of methods and metrics	Very limited evidence understanding of comparative analysis of methods and metrics	No evidence of understanding comparative analysis of methods and metrics
Criterion 2: **Section B** Strategic Question with Analytical Summary **(35%)**	Demonstrates sophisticated analytical skills in the ability to interpret the client's situation with a clear strategic question posed with an analytical answer summary	Demonstrates competent analytical skills in the ability to interpret the client's situation with clear strategic question posed with an analytical answer summary	Evidence of developing analytical skills in the ability to interpret the client's situation with a strategic question posed with an analytical answer summary	Very limited evidence of analytical skills in the ability to interpret the client's situation with a non-strategic question posed with an analytical answer summary	No evidence of analytical skills in the ability to interpret the client's situation with unclear non-strategic question posed with an analytical answer summary
Criterion 3: **Section C** Executive Summary **(30%)**	Demonstrates sophisticated analytical writing and synthesis skills giving the reader a concise summary of findings and making recommendations, which are logically structured and written with clarity. No grammatical errors, good use of paragraphs to structure answers and document.	Demonstrates Competent analytical writing and synthesis skills giving the reader a concise summary of findings and making recommendations, which are logically structured and written with clarity. Few grammatical errors, good use of paragraphs to structure answers and document.	Evidence of developing analytical writing and synthesis of findings and making recommendations with the beginnings of a logically structured flow and written with clarity. Some grammatical errors, poor sentence structure and poor use of paragraphs to structure document.	Very limited evidence of analytical writing, synthesis of findings or making recommendations with poor structure and flow. Some grammatical errors, poor sentence structure and poor use of paragraphs to structure documents.	No evidence of analytical writing in answers, synthesis of findings or making recommendations, which include grammatical errors, poor sentence structure and poor use of paragraphs to structure documents. Answers are poorly structured, do not flow easily and do not address the case study question. Does not exhibit good writing skills.