



Assessment Brief

Module title:	Data Visualisation
Module code:	COM7021
Assignment title:	Data Visualisation Portfolio
Assignment format:	Formative
Word/time limit:	3000
File type	.docx file
Percentage of final grade	This assignment is worth 100% of your final grade for this module.
Submission deadline	See module iLearn page for date of submission
Grade release	You will normally receive your provisional grade and feedback within 20 working days of the submission deadline

Useful terms:

Learning outcomes (LOs)	The skills and knowledge that you should be able to show in your work.
Rubric	A set of rules or guidelines used to grade or assess work.

Task summary:

Being able to communicate the outcomes of data analysis is potentially more important than being able to carry out the analysis itself. As data becomes increasingly used within organisations, there is a growing need to be able to communicate the outcomes of the analysis, so that non-data specialists can fully understand the data being studied. In doing so, data visualization is a powerful, effective and informative communication aid.

Description: The assignment is given as two tasks. Each task is to be answered individually, unless multiple components have been given. Task 1 has been designed to check your understanding of Data Visualisation methodologies for critical analysis, through a real-world mini-Data Visualisation investigation. **All of which will be conducted using python.**

Task 2 is designed to give you the opportunity to demonstrate your Data Visualisation reporting skills, comprehensively written in an easily understandable manner, based upon your Data investigation.

A clear, concise analysis for all Tasks is to be given within the submission, complimented with screenshot evidence of all processes and results. You are to submit a single Word document for all tasks. The python code for your investigation is to be placed within the appendix so that it can be verified. Your student ID number must be clearly defined upon the uploaded file. All data investigations and visualisations will be conducted using python.

Assignment instructions:

Produce a data investigation (Task 1) and full report (Task 2).

Task 1 – Data Visualisation in Python**Detail Task 1**

You have recently secured a position as a data visualisation creator. One highly valued account the company holds is the British Confectionary Council account, who's headquarters are located in London. Your line manager has asked you to build and complete appropriate visualisations on the comparative regions within Britain:

The data set to be used is the *Confectionary_4564.xlsx* data set.

The visualisations are to be presented to the company's board as part of the proposed strategy to improve regional distribution geographically, which in turn will lead to increased gross profits and improved revenue. The Confectionary Councils CEO requires a full comparative report on all variables but is particularly interested in determining which confectionary has the largest and smallest profit margin regionally, plus which region peaks in sales from a time perspective. From your findings compose appropriate visualisations, including a fully immersive interactive dashboard, which will formulate a compelling narrative that will inform your identified targeted audience of the solution you propose.

The full investigation is to be conducted in python. Ensure your python code is submitted as an appendix to the report

(70 Total marks)

(LO's: 1 & 2)

(1500 Word equivalent for analysis)

(600 words)

Task 2 – Data Visualisation report

Detail task 2

Based upon your chosen data visualisation evaluation in Task 1, you will now critically reflect on your data visualisation techniques and analysis to give a written and visually comprehensive report. Contained within, you will also include full justification for your chosen visualisations, interactive dashboard and any recommendations: in addition to your investigations processes, results and conclusions.

(30 Total marks)

(LO's: 3 & 4)

(900 Words)

Essential assignment resources - Data Set

The data set needed to complete your assignment is entitled *Confectionary_4564.xlsx* data set. A link to the data set is provided.

Learning outcomes (LO)

By completing this assessment, you will have shown and be assessed on **all** four of the learning outcomes:

1. Critically appraise a variety of data visualisation techniques in terms of psychology, cultural context, effectiveness, and target audience LO 1
2. Apply appropriate data visualisation techniques to analyse and present data LO 2
3. Demonstrate a critical understanding of how data visualisation can support technical and non-technical audiences in making business decisions. LO 3
4. Graduate Attribute:

Critically evaluate and further contextualise understanding of subject area with the ability to link the discipline(s) to local, national and global issues, research and pursue evidence-based arguments within the discipline using an extensive range of academic and professional body resources. Show clear ability to engage with different traditions of thought, and the ability to apply their knowledge in practice including in multidisciplinary or multi-professional context
LO4

You will be graded based on how well you meet these learning outcomes. Your marker will use a rubric to grade your work, and you can find this on the “My Assessment” tab on the module iLearn page.

Guidelines and policies

You can find links to more useful information about the assignment and university policies below.

Word/time limit policy

[Click here to view the Arden University word count/time limit policy](#)

Referencing guidelines

[Click here for Harvard referencing guidelines](#)

Please follow the referencing guidelines that are appropriate for your degree programme. If you are unsure which you should be using, please contact your module team.

Academic integrity and misconduct policy

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Support information

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