Individual Practical Assignment: Outline Example

(max word count 3999)

Student Name (Student ID)

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1. Introduction

Simulated phishing campaigns dashboard

Target audience – eg: Phishing Campaign Manager, User, HR Manager.

1.1 Objectives of your BI Dashboards

- Objective 1 (for Phishing Campaign Manager)
- Objective 2 (for User)
- Objective 3 (for HR Manager)

1.2 Benefits/Advantages of your BI Dashboards

- Benefit 1
- Benefit 2
- Benefit 3

Eg. Three key benefits are:

- Empowering people to tackle the challenge of climate change
- Encouraging the use of/switch to renewable energy
- Provide a tangible outcome …..

1.3 Assumptions

The findings and analyses identified by the dashboard are derived from an amalgamation of publicly available data sources identified in Table x.

Table 1 Assumptions

Assumption 1: Eg. The death rate includes those who passed away at home
Assumption 2: Eg. Senior citizen = 65+ years old
Assumption 3
Assumption 4…..

1.4 Description of business rules and of variables used in this report

Table 2. Business Rules and final variables used for analysis

Variables	Description
CO2 emissions (kt)	Carbon dioxide emission in metric kiloton
Other greenhouse gas emissions (kt)	Greenhouse gas including HFC, PFC and SF6 in metric kiloton
Methane emissions (kt)	Methane emission in metric kiloton
Nitrous oxide emissions (kt)	Nitrous oxide emission in metric kiloton
Non-Renewable Energy Consumption (mtoe)	Sum of Oil, Coal, Gas and Nuclear energy consumption in million tonnes
Renewable Energy Consumption (mtoe)	Sum of Hydro, Solar, Wind and Geothermal energy consumption in million tonnes
Adult Mortality rate	Average of Male and Female Adult mortality rate (per 1,000 adults)
Life expectancy at birth (years)	Average of Male and Female Adult life expectancy at birth in years
GDP per capita (US$)	Gross domestic product per capita in current US$
Manufacturing, value added (M US$)	Total manufacturing value add to GDP in current million US$
Health expenditure per capita (US$)	Expenditure on Health per capita in current US$
Nat Gas Production (mtoe)	Production of Natural Gas in million tonnes
Coal Production (mtoe)	Production of Coal in million tonnes
Employment in agriculture (%)	% of employment in agriculture form the total employment
Physicians (per 1,000)	Number of physicians per 1000 population
Agricultural land (%)	% of agricultural land form the total land
Forest area (%)	% of forest area form the total area
Rural population (%)	% of rural population form the total population
Urban population (%)	% of urban population form the total population

2. BI Dashboards (Screen shots from Power BI; 3 BI Dashboards are required)

(1m for dashboard with commentary, 1m x min 4 charts per dashboard with commentary, max 5m)

Note: Dashboard is mandatory (without dashboard, charts will not be marked).

2.1 Dashboard 1: For Phishing Campaign Manager (state your target audience)

Introduce your dashboard 1:

E.g.: While the goal of the dashboard is to be able to provide a tangible link between health-related issues and the benefits of renewable energy, it also provides a view on the state of emissions at hand. Figure x illustrates a global overview the user is presented with.

***Examples of Simulated phishing campaign dashboards are available on the last page of this document.**

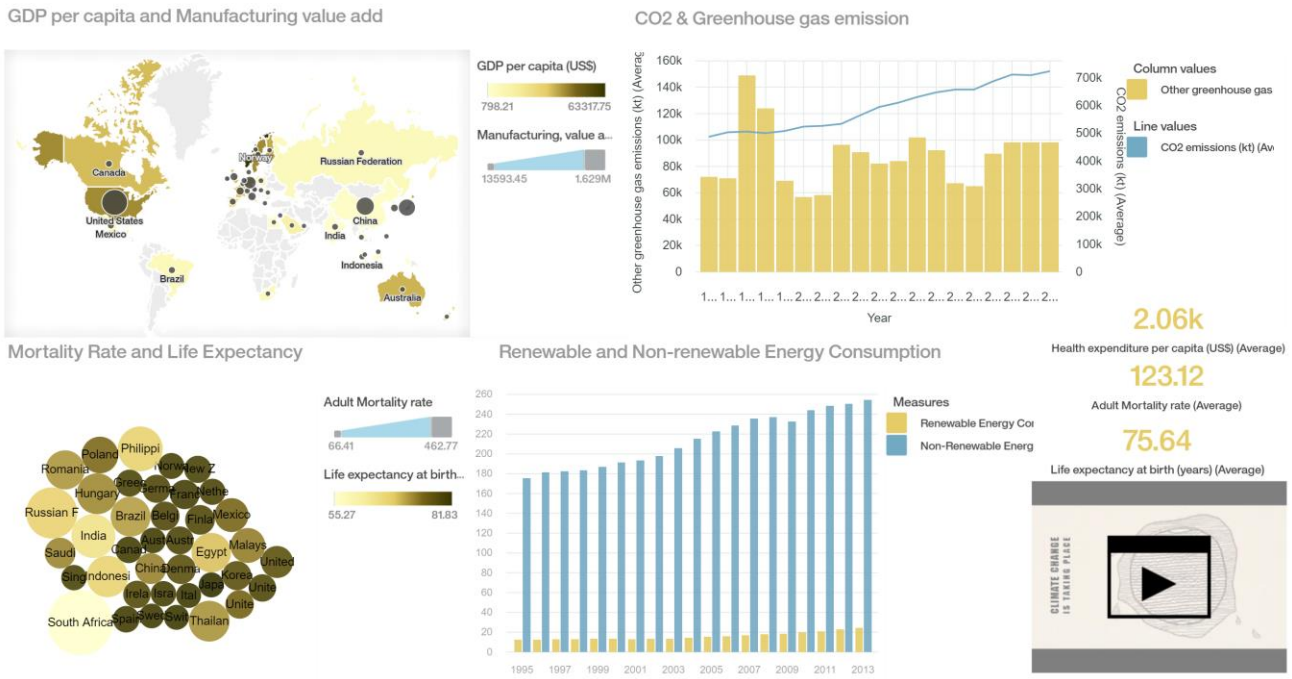


Figure x. Dashboard 1 (use Visual screenshot)

Chart 1 (Explain each of the charts from BI dashboard 1)

E.g.: A good test of the dashboard and the data collected was to investigate the relationship between non-renewable energy consumption and CO2 emissions. Unsurprisingly, Figure 8 shows that for each year that consumption of non-renewable energy increased, so too did CO2 emissions, including a dip for both in 2009.

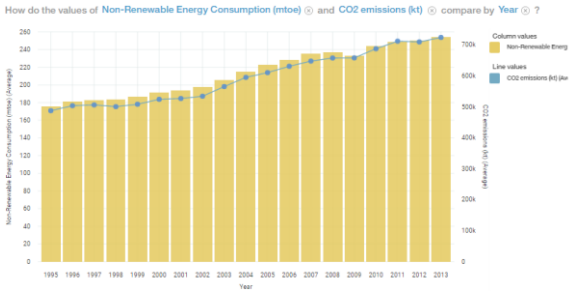


Figure 1 CO2 Emissions and Non-Renewable Energy Consumption (1995 to 2013)

Chart 2

E.g.: The dashboard has been tailor-made with the idea of providing a solid goal to attain; the improvement in health and conditions for populations through the reduction of CO2 emissions. Figure 9 seems to confirm a positive relationship between CO2 emissions and health expenditure per capita.

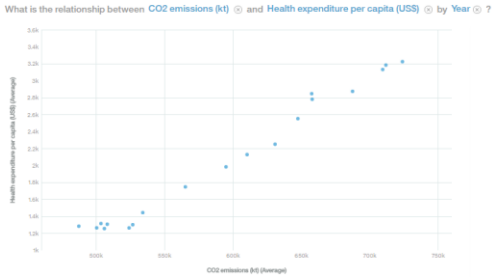


Figure 2 Relationship of Health Expenditure and CO2 Emission

Chart 3 & 4 and commentary of each chart (4 charts per dashboard)

2.2 Dashboard 2: For User

While having an overview is useful, the real power lies in empowering the user to investigate individual nations to suit their own needs or research. Figure y shows the filtering mechanism in action with Australia selected. A quick glance of the dashboard shows the user that Australia is a higher income country with relatively lower manufacturing value add. Australia's CO2 emission is increasing year on year, however other greenhouse gases emission appear to be trending down and stabilising over the past few years. Australia's renewable energy consumption is very low compared to non-renewable energy consumption, however Australia is trending upward in renewables while non-renewable consumption is declining. Australia's mortality rate is lower than the world average while life expectancy is higher. The health expenditure per capita in Australia is high compared to world average.

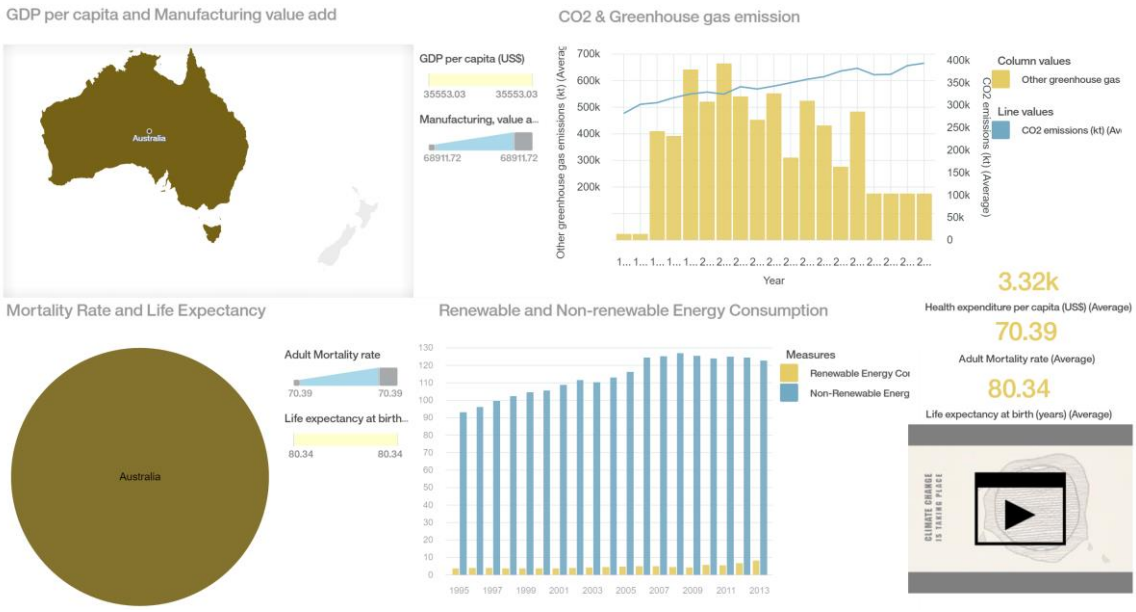


Figure y Dashboard Filter in Action – Australia

Chart 1, 2, 3 & 4 and commentary of each chart

2.3 Dashboard 3: For HR Manager

The correlation dashboard, as seen in Figure z, continues to allow the user to receive more insights in to the state of energy consumption and the toll that emissions have on the health expenditure of populations. …..

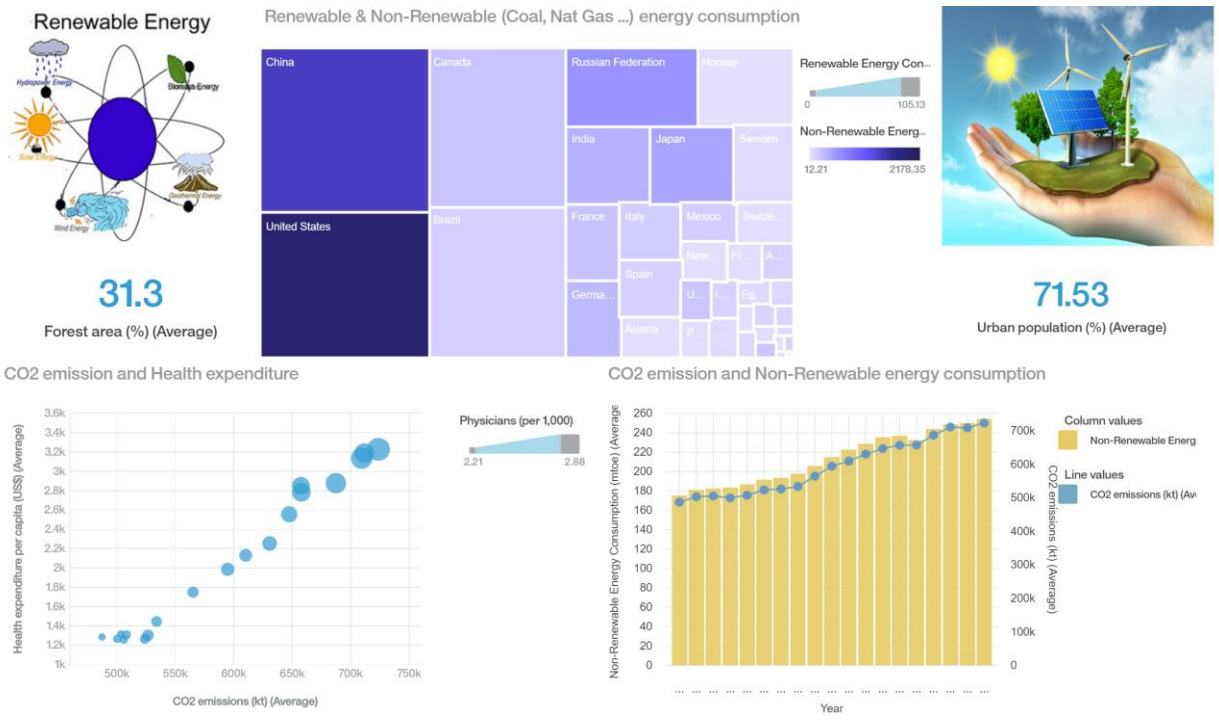


Figure z Correlation Dashboard Page – Global Overview

Chart 1, 2, 3 & 4 and commentary of each chart

3. Recommendations (at least 3 recommendations for 3 BI Dashboards)

[2m x at least 3 recommendations; 6m max]

- Excellent recommendations that are justified by your analysis (i.e., recommendation 1 is provided to address issues depicted in your BI Dashboard 1)
- The recommendations should make sense to the relevant stakeholders.

E.g.: Through the analysis presented in this report, it is recommended:

- As National Governments continue to delegate the responsibility of climate action to local and state governments, environmental lobby groups and social enterprises, they must promote the use of renewable energy sources like solar, wind, hydro and geo thermal
    - Subsidies to be provided to homes (as part of council rates) where solar panels are used.
    - Tax benefits provided to industrial organisations for the use of renewable energy and on FDI investments in renewable energy production.
    - Support social enterprises to educate and increase the awareness of the use of renewable energy and its benefit to both the environment *and* health of populations.
- Encourage organisations to investigate their energy consumption and switch to sustainable/renewable energy
- Provide investment in the research & development of other renewable energy resources

With the proper communication to various stakeholders, particularly the public, the recommended changes will begin a process that will aid the long-term goal of tackling climate change. Importantly, it will also provide attainable short-term goals with material benefits to gain public support.

4. Reference (use APA ref)

See: https://www.deakin.edu.au/students/studying/study-support/referencing/apa

Aitken, Christopher, Ralph Chapman, and John McClure 2011, 'Climate Change, Powerlessness And The Commons Dilemma: Assessing New Zealanders' Preparedness To Act'. *Global Environmental Change,*…..

Have a look at Marking Rubrics too (esp the High Distinction HD column for detailed expectations) & watch the assignment discussion video

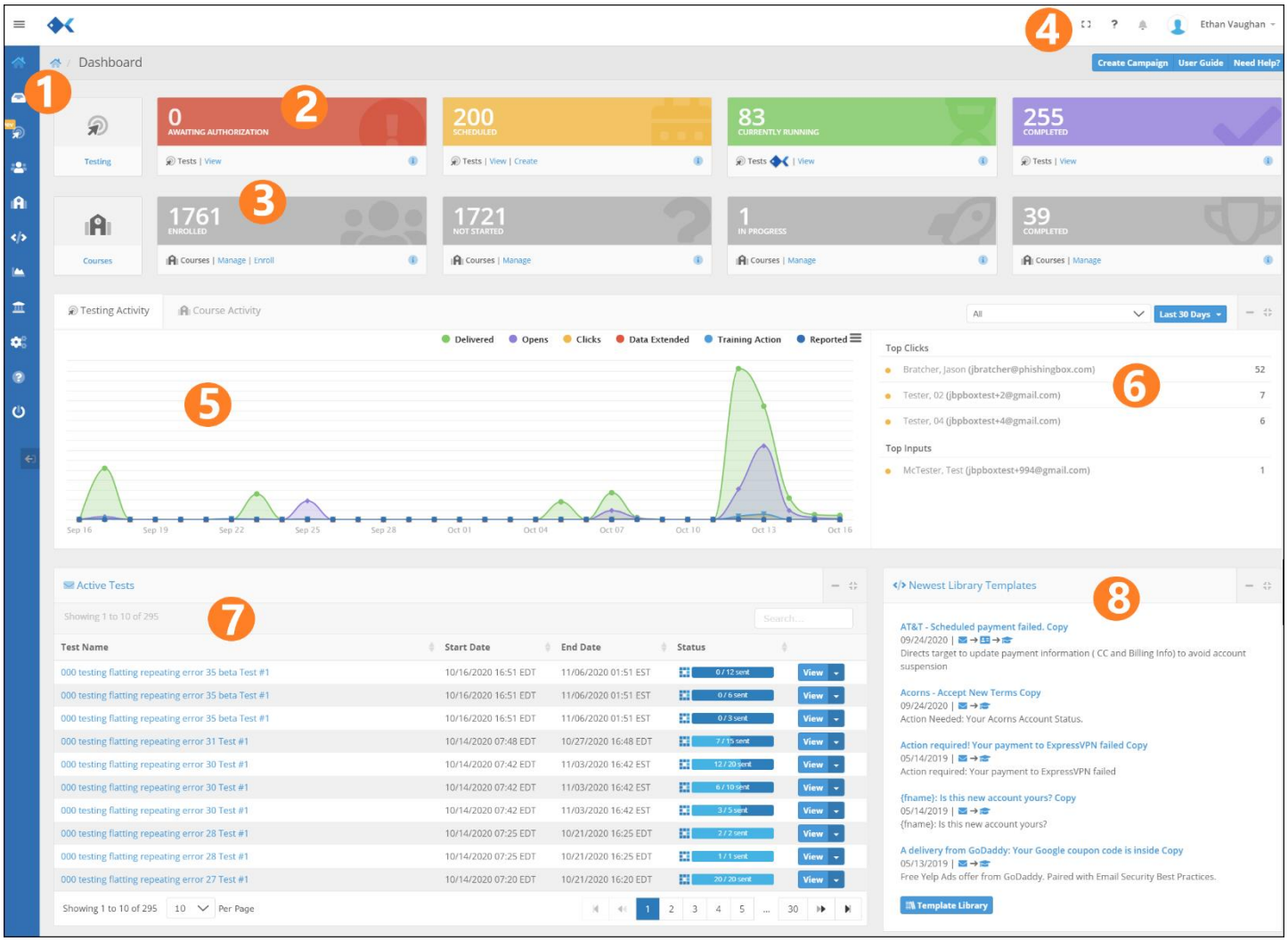
5. Appendix (Certificate of Completion for Power BI & Dataset)

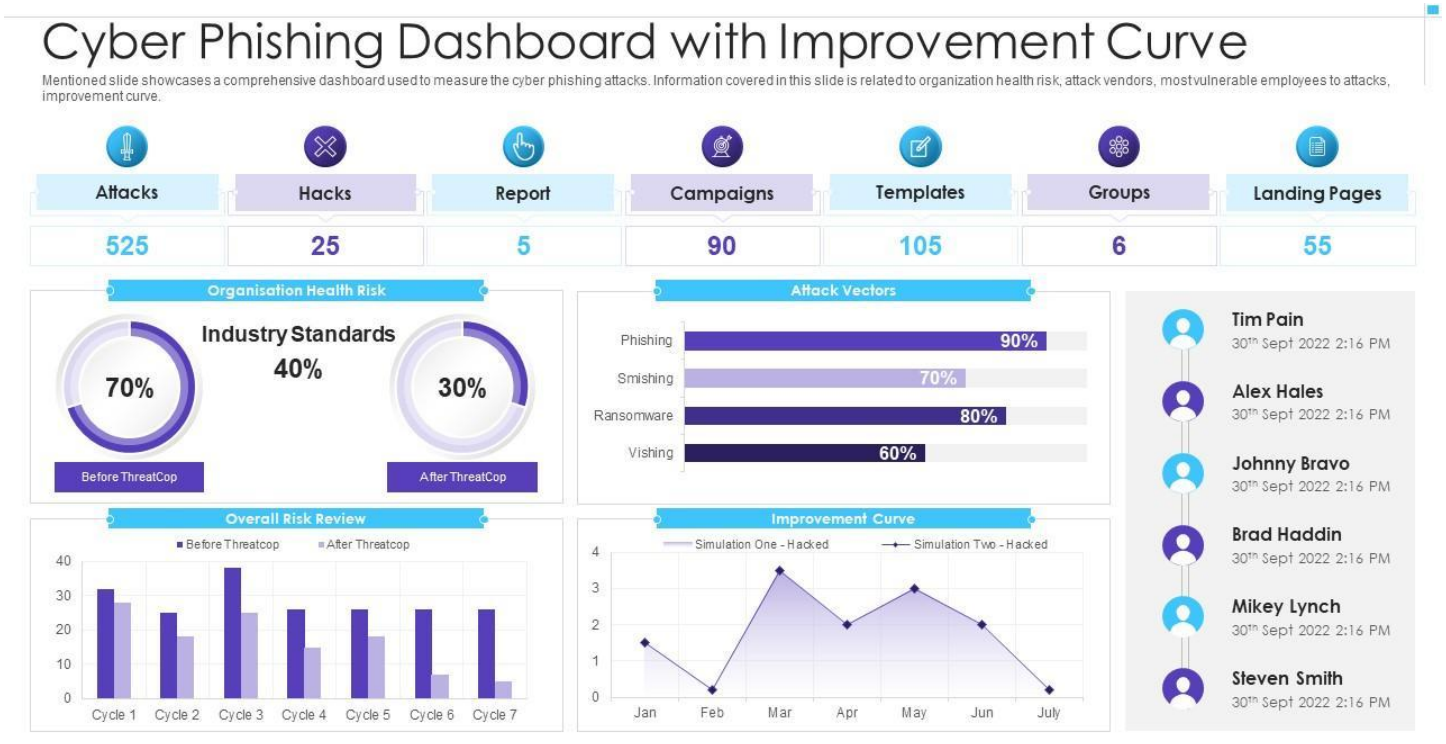
(Attach screenshots of your Certificate of Completion for Power BI Essential & Dataset used for this assignment – columns & first 5 tuples)

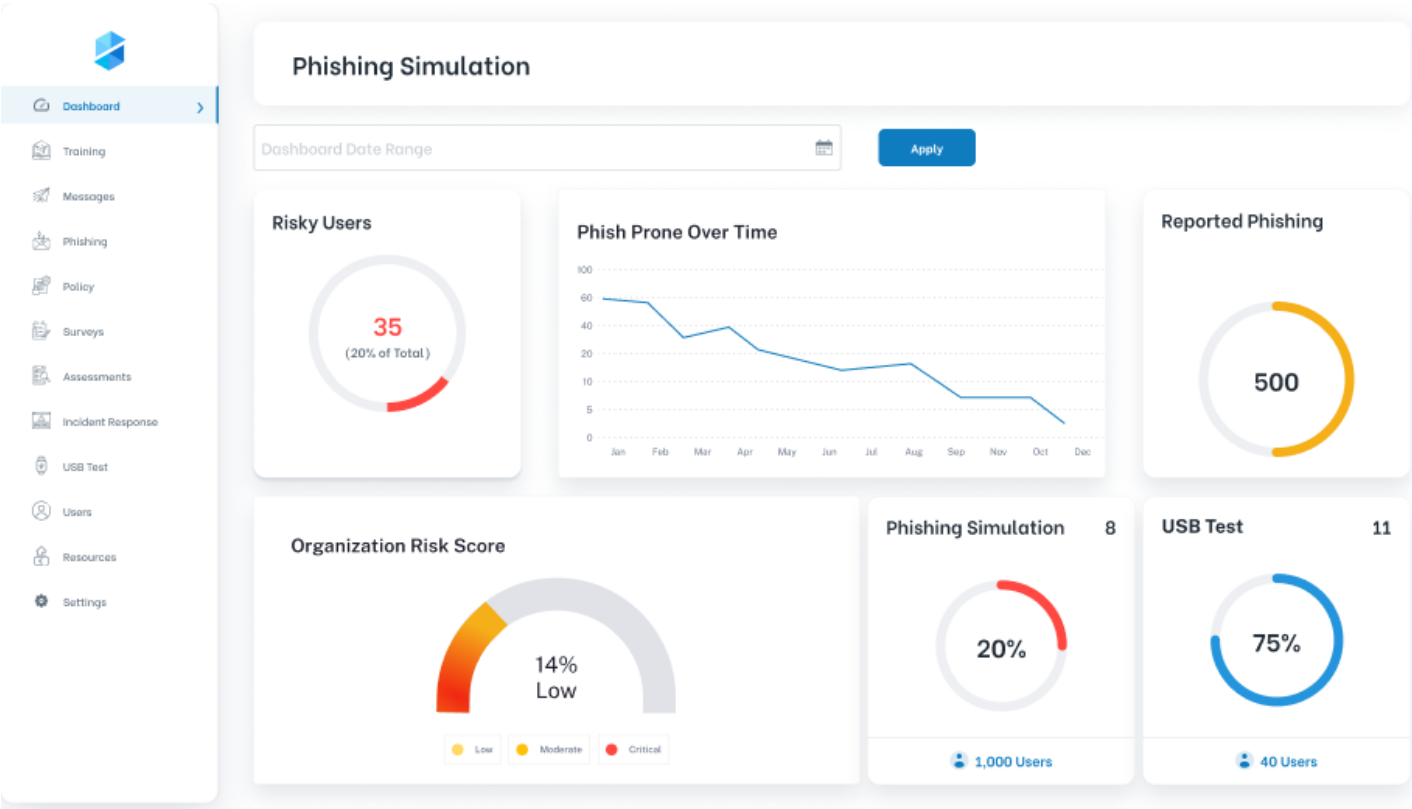
Dataset used for this assignment – columns & first 5 tuples

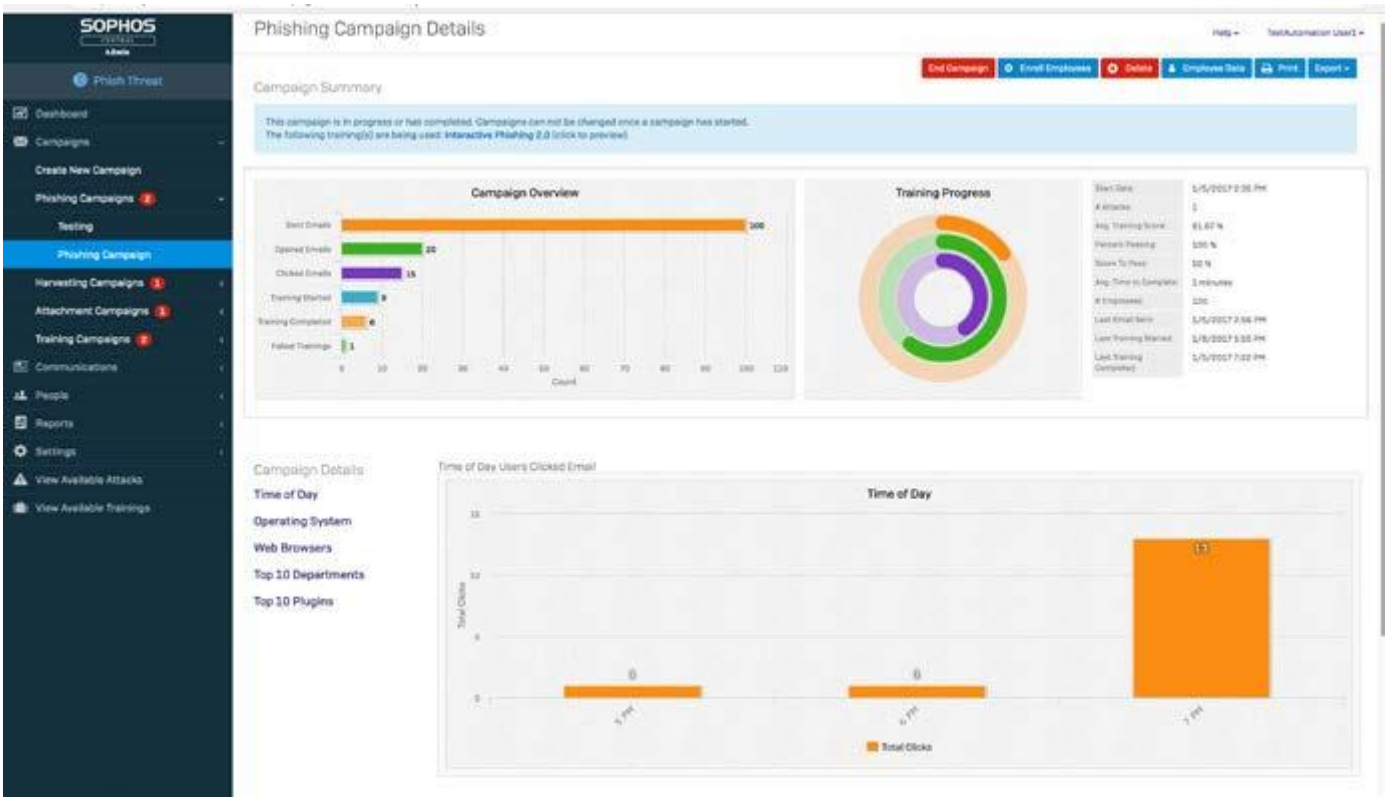
Date	Location	MinTemp	MaxTemp	Rainfall	Evaporation	Sunshine	WindGustDir	WindGustSpeed	WindDir9am
2008-12-01	Albury	13.4	22.9	0.6	0	0	W	44	W
2008-12-02	Albury	7.4	25.1	0	0	0	WNW	44	NNW
2008-12-03	Albury	12.9	25.7	0	0	0	WSW	46	W
2008-12-04	Albury	9.2	28	0	0	0	NE	24	SE
2008-12-05	Albury	17.5	32.3	1	0	0	W	41	ENE

Examples of Simulated phishing campaigns dashboard






Phishing Simulation
Dashboard
Training
Messages
Phishing
Policy
Surveys
Assessments
Incident Response
USB Test
Users
Resources
Settings
Dashboard Date Range
Apply
Risky Users
35
(20% of Total)
Phish Prone Over Time
Reported Phishing
500
Organization Risk Score
14%
Low
Low
Moderate
Critical
Phishing Simulation 8
20%
1,000 Users
USB Test 11
75%
40 Users


SOPHOS
Phish Threat
Dashboard
Campaigns
Create New Campaign
Phishing Campaigns
Testing
Phishing Campaign
Harvesting Campaigns
Attachment Campaigns
Training Campaigns
Communications
People
Reports
Settings
View Available Attacks
View Available Trainings
Phishing Campaign Details
End Campaign
Enroll Employees
Delete
Employee Data
Print
Export
Campaign Summary
Campaign Overview
Training Progress
Campaign Details
Time of Day
Operating System
Web Browsers
Top 10 Departments
Top 10 Plugins
Time of Day
Total Clicks