

# Power BI Assignment Submission and Peer Assessment

## My submission

Instructions for submission

Please submit your report as one PDF report here. Even though late submission is allowed (with penalty) within two days after the deadline, don't change or submit a new assignment after peer assessment starts. The assignment submitted or changed after the peer assessment stage starts will be not evaluated.

report for BI

submitted on Friday, 15 March 2024, 4:54 PM

report for BI.pdf

Your assessment

by Nguyen Binh

Grade: 14 of 20

Re-assess

Assessment form

Grid

Criteria	Levels				
Aesthetic Design: The report has a good aesthetic design	<input type="radio"/> Poor	<input type="radio"/> Below Average	<input checked="" type="radio"/> Average	<input type="radio"/> Very Good	<input type="radio"/> Excellent
Business insights (actionable or strategrical insights): The report offers good suggestions on what to do and how to improve, which are backed by empirical evidence.	<input type="radio"/> Poor	<input type="radio"/> Below Average	<input checked="" type="radio"/> Average	<input type="radio"/> Very Good	<input type="radio"/> Excellent
Accuracy and effectiveness: The report offers accurate data and can effectively communicate the intended message.	<input type="radio"/> Poor	<input type="radio"/> Below Average	<input checked="" type="radio"/> Average	<input type="radio"/> Very Good	<input type="radio"/> Excellent
Informativeness: The report is informative.	<input type="radio"/> Poor	<input type="radio"/> Below Average	<input checked="" type="radio"/> Average	<input checked="" type="radio"/> Very Good	<input type="radio"/> Excellent

Overall feedback

For aesthetic design: I rate 5/5.

- Your reports looks sleek, simple, and straight to the point. I rate excellent as you do not overwhelm readers with lots of graphics, and the graphic style and color styles are consistent as well throughout your report.

For business insight, I rate 3/5, and here are my justifications

- There are a lot of insights, and I agreed with many points you present (such as women and sexy tags are best selling tags). However, you need to be aware of the fact that INSIGHTS IS NOT EQUAL TO ACTIONS. For example, you infer that women and sexy tags sell the best, but then what should wish.com do to utilize this knowledge? Should they encourage merchants to switch to women products, adding these tags to anything feminine, or stocking more products catered to women?

- I have read carefully, and your report does not have any sentence that explicitly tells what wish.com should do or improve. Everything seems to only be inferred from insights.

For accuracy and effectiveness, I rate 3/5, and here are my justifications

- I am amazed that you can generate an image of tags that vary in size based on the frequency on Slide 3. Good job on visualization. Initially I thought it is just a random image on the net, but on closer looks, all words are the tags.

- On slide 5, what does SKU stand for? You should always introduce the words and its abbreviation at first.

- The big red table for Best-selling products(units\_sold>=50000) is unnecessarily large and spanning two pages. This is something you should not do in a report. It would be better if you use bar charts for this instead of a table.

- On page 11 Merchant analysis, there are many formatting issues. Firstly, the font size is so small, I need to zoom out a lot to tell what are the merchant names. If you show this in a meeting room, people cannot read the names, so your graph becomes meaningless. Additionally, there is a serious misunderstanding of colors. The above and below figure seems to share the same colors, but they actually refer to different things. On first sight, for example, the light blue color bar would correspond to FashionForChanny merchant in first figure, but in second figure, light blue color corresponds to Shenzhen merchant. You need to use consistent colors to refer to the same merchant in both 2 graphs.

For informativeness, I rate 4/5.

- Overall, the report is informative that covers almost all analysis aspects. However, you lack the product color and size analysis and badge analysis, which can also be crucial in interpreting revenues and units sold. For example, Quality and local-made badges tend to make products having higher revenues, and light vibrant colors like light green, blue, etc tend to sell well in the summer.

Previous activity

Power BI assignment: requirements

Next activity

Access Power BI via VDI for Mac users