

57E00500 - Capstone: Business Intelligence, Lecture, 26.2.2024-10.4.2024

Power BI Assignment Submission and Peer Assessment

Assessed submission

BusinessReport_Wish

submitted on Friday, 15 March 2024, 11:52 PM | modified on Friday, 15 March 2024, 11:52 PM

-  Business Report.pdf

Instructions for assessment ▼

Evaluation criteria:

- Aesthetic Design: The report has a good aesthetic design
- Business insights (actionable or strategical insights): The report offers good suggestions on what to do and how to improve, which are backed by empirical evidence.
- Accuracy and effectiveness: The report offers accurate data and can effectively communicate the intended message.
- Informativeness: The report is informative.

Grading schema: 1: Poor; 2: Below Average; 3: Average; 4. Very Good; 5 Excellent.

Being Constructive: Please be **constructive** in offering your feedback!

Please provide about at least 50 words of feedbacks or suggestions for each assignment.

Your assessment

by Nguyen Binh

Not assessed yet

Assessment form

Grid

Criteria	Levels				
Aesthetic Design: The report has a good aesthetic design	<input type="radio"/> Poor	<input type="radio"/> Below Average	<input type="radio"/> Average	<input type="radio"/> Very Good	<input checked="" type="radio"/> Excellent
Business insights (actionable or strategical 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 type="radio"/> Average	<input type="radio"/> Very Good	<input checked="" 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 type="radio"/> Average	<input checked="" type="radio"/> Very Good	<input type="radio"/> Excellent

Overall feedback

Feedback for the author

↴

A ▾

B

I

✎ ▾

- 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.
- On slide 2, you write black text on a red background, which is a quite unfortunate combination, it is very hard to read the text. It could have been better if you change font color to white, which show contrast with red.

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

- Most slides show good actions and insights, which I highly commend in your presentations. So I rate this as 5/5
- However, some actions are using more vague or decorative terms than necessary, like this sentence in Slide 6: "The chart also underscores the importance of dress and blouse categories within the summer clothing line, signaling potential areas for inventory focus and marketing campaigns", and its insight and action can be simply phrased as "The chart shows dress and blouse categories as best-sellers within the summer clothing. Therefore, stocking them in advance is recommended"
 - For accuracy and effectiveness, I rate 3/5, and here are my justifications

- You overused jargons and lots of AI generated text. The same message can be achieved by just a simple wordings.
- For example, on slide 6, "The bar chart showcasing the reveals a significant lead in sales volume 📈", you can simply say, the bar chart shows a significant lead in sales...
- On slide 7, you categorize Sales volume by LOW, MEDIUM and HIGH, but what is the threshold for these three categories? You have to be explicit in mentioning the thresholds. Additionally, sales volumes refer to revenues or units sold? I hope you could be more specific.
- On slide 11, what is defined as Good, Excellent, Fair and Poor? I remember that the dataset has 1 star to 5 star, why don't you use the original 1-5 stars, which could be much more straightforward? Does Fair means 3 and 2 stars, and Poor means 1 star, or Fair means 3 star and Poor means 1 and 2 stars?
 - For informativeness, I rate 4/5.

- You misses tag analysis and merchant analysis, which is crucial to knows which product category sells well, and who sells well on wish.com.
- My personal opinion: Your introduction slide and many other parts look highly likely to be generated by chatGPT based on the used vocabularies. I am very certain about this as I use GPTZero to check. Using AI to write content is not wrong nowadays, however, you should use it only for ideas, and use your own words to explain such ideas in your own words. It is not okay to use directly AI-generated text.

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