Syllabus

Course feedback



A?

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

Forums Group choices Attendances Assignments Resources Workshops

/ Power BI / assessi...

Power BI Assignment Submission and Peer Assessment

Assessed submission

Power BI assignment

submitted on Friday, 15 March 2024, 7:20 PM

WISH_sales_performance_2022.pdf

Instructions for assessment -

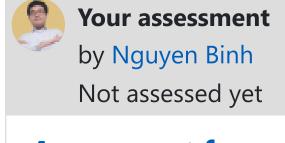
Evaluation criteria:

- 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.



Assessment form ▼

Grid

Criteria	Levels				
Aesthetic Design: The report has a good aesthetic design	O Poor	O Below Average	O Average	O Very Good	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.	O Poor	O Below Average	O Average	Very Good	O Excellent
Accuracy and effectiveness: The report offers accurate data and can effectively communicate the intended message.	O Poor	O Below Average	Average	O Very Good	O Excellent
Informativeness: The report is informative.	O Poor	O Below Average	Average	O Very Good	O Excellent

Overall feedback

Feedback for the author









For aesthetic design: I rate 5/5.

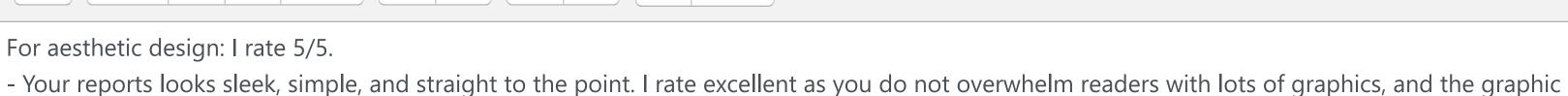












style and color styles are consistent as well throughout your report. - However most of the graphs are quite blur... If you screenshot to save exporting time, you should zoom the graph in power BI as big as possible to increase the resolution.

For business insight, I rate 4/5, and here are my justifications

- On slide 3, you say: "as an example, raised the most revenue on the third best selling product in volume", what does this sentence mean? What raised the most revenue, or is the most revenue raised by the third best selling product in volume? I hope that every sentence we put on a report should be as unambiguous as possible.

- There are actions on slide 4, 5, 8. Most information are just insights, with only implicit actions. Overall your actions and insights are generally good in my opinion.

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

- I also agree that revenue is calculated by multiplying the variables units sold and price
- It would be nice if everything is in English. Some axis titles and graphs in your report have Finnish.

- Plotting total revenue against product id on slide 3 is quite meaningless, because you cannot really tell which products that sell well, isnt it? Why dont you plot total revenue against product name? Dont worry about names overlapping

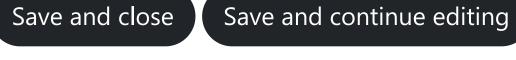
- Axis titles and ticks have really small font size for most graphs, which is bad. Imagine that if your report is shown in a meeting room, people will

be showered with the graphics but having a hard time reading the axis titles and the tick numbers. - Plotting the linear regression line on price vs rating scatterplot graph on slide 6 is misleading, because there is absolutely no linear relationship. The price and ratings are uncorrelated according to the figure, so if you add the line, you lead people to believe there is a relationship

For informativeness, I rate 3/5.

- You misses ratings analysis, tag analysis or merchant analysis, which is crucial to knows what sells well, which product category sells well, and who sells well on wish.com.
- The report has only 11 slides, and 3 of them is already non-informative. If your report has maximum 15 slides then this wouldn't be a problem. - Overall, the report, quite adequate, is not that much actionable or insightful compared to an average business report. So I rate you average.

Save and show next







Previous activity

→ Power BI assignment: requirements

Next activity

Access Power BI via VDI for Mac users ►



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