

Power BI assignment: requirements

Mark as done

In the "[Data files](#)" folder, you can find a data file of "**summer-products-with-rating-and-performance.xlsx**". The data file contains sales performance data for summer clothes in a large E-commerce site sale (Wish.com), and the variables include product listings, product ratings, sales performance data, and more.

Your task: You are recruited as a company business analyst to yield business reports about summer clothes sales performance and key insights and offer recommendations. Your report's key audience is the management team that leads summer clothes sales, who want to know what has happened and what to improve/focus on for their future business activities.

Formatting: Please develop your report in a way similar to a business report or industrial report. Below you can find two possible examples of business or industrial reports.

- Examples of business/industrial report**
- 1. [Global B2C E-commerce Report 2014](#), available at: <https://ecommerce-europe.eu/wp-content/uploads/2016/08/B2C-b2c-ecommerce-report-europe-2014-light.pdf.pdf> . **[e.g., 13, 14, 21-28, etc.]**
 - 2. [International Tourism Highlights 2020](#): available at: <https://www.e-unwto.org/doi/pdf/10.18111/9789284422456> (e.g. **page 4 – 6 and 10, etc.**)

Template for a business report: You can find good templates from Microsoft Word --> File --> New --> More templates --> Search for "report" templates. [Click to see a default report template from word here](#).

- Requirements:**
1. **Length:** No more than 15 pages, including everything.
 2. **New Variables / Use of other software for data manipulation:** You can use other software, like Excel, R, MySQL, or Python, to do data manipulation or to generate new variables that you want to include in the analysis. However, all the figures used in the report must be produced by Power BI.
 - If you compute new variables and use them in your report, it is your responsibility to explain to the audience (e.g., in the appendix) what variables have been generated and what is its meaning. Please kindly note that the readers of your report have the raw data as well, and they shall know very well if a variable that is non-existent in the raw data is used in the report.
 3. **Document:** Please submit the assignment in a **PDF** format. You can use either Word or PowerPoint to generate the raw report and then convert it to a PDF file. There are no restrictions on the report format. For instance, you can use an A4 or B4 size Word file to generate the raw report. However, please notice that, we expect the final assignment to be an industrial/business/enterprise report!
 4. **Anonymity:** **Please don't include your personal information (e.g., name or student ID) in the report or in the file name.**
 5. **Penalty:** Penalty for late submission: i) less than 3 hours, a penalty of 5%; less than 24 hours, a penalty of 20%; ii) 24 - 48 hours, a penalty of 40%; iii) over 48 hours, the assignment will not be evaluated.

Meta-data of data files:

Please see the definitions of the variables in the dataset from https://mycourses.aalto.fi/pluginfile.php/2173067/mod_page/content/20/Wish.com%20dataset%20variable%20List.pdf

- Kindly note that we **cannot** provide more explanation regarding the meaning of the variables because this is all that we could obtain from this open dataset. Meanwhile, as a business analyst, you should know this is the reality when working with a company dataset. A data dictionary is the best you can get and is also the one that everyone gets. So, you will not get more information about variable meanings even if you email the teacher or TA.
- You can visit the wish.com to gain some insights regarding the nature of the dataset.

Assessment Methods:

We will use the **peer assessment** method for the assignment. Each student will request to evaluate **four randomly assigned** assignments of other students. You will learn by evaluating how other students do the tasks. After removing the lowest peer assessment score for the assignment, the average value of the remaining peer assessment scores will be used as the final assignment score.

For instance, if the peer assessmet of your assignment results in four scores of 3, 4, 4, 5, your final score will be (4+4+5)/3 = 4.33. The lowest grade of 3 is excluded from the analysis.

- 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.

Deadline for the assignment submission: March 15

- Please submit the assignment before the deadline.
- Because the peer assessment method will be used, late submissions after 48 hours will not be accepted. The peer assessment function will start **automatically** two days after the dealine.

Deadline for peer assessment submission: March 27.

- Peer assessment will start on **March 18** at 12:00.
- Please evaluate four reports of other students.
- No submitting your peer assessment will lead to a minus of **0.25 point (out of the total 5 point for Power BI assignment) for each report not assessed.**

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