

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

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Syllabus

# 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.

Power BI assignment

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

WISH\_sales\_performance\_2022.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 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 checked="" 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 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.

- 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.

### Previous activity

Power BI assignment: requirements

### Next activity

Access Power BI via VDI for Mac users



### Tuki / Support

#### Opiskelijoille / Students

- MyCourses instructions for students
- email: mycourses(at)aalto.fi

#### Opettajille / Teachers

- MyCourses help
- MyTeaching Support form

### Palvelusta

- MyCourses rekisteriseloste
- Tietosuojailmoitus
- Palvelukuvaus
- Saavutettavuusseloste

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### Service

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