RULES:

- **Group members:** You MUST do this project in **groups of not more than 7 students (per group)**.
- **Due date:** The due date for your assignment will be the 24 August 2021. **NO LATE SUBMISSIONS WILL BE ACCEPTED!!!!!!!!!!**
- **Plagiarism:** Plagiarism refers to the appropriation of work or ideas of others. Plagiarism is both unethical and illegal. Moodle places a high premium on its academic standards and subscribes to a value system that requires strict action against plagiarism. Being regarded as a serious contravention of the University's rules, plagiarism can lead to expulsion from the University. Also please be aware that the acceptable rate is 6% or less! Make sure you write and **sign** a declaration statement in your documents as well as record a declaration statement in your video that should clarify that you have submitted your OWN work and referenced where necessary. **Your project will NOT be marked if this statement doesn't exist in your submissions and if it exist but it hasn't been signed!**
- **Poster:** As part of the presentation you are expected to create a **poster** (in a soft copy format) that sells the idea in your project. Your poster should be displayed on a 1 minute video to summarize your assignment (Upload the link to this video on Moodle).
- **Other:** You are allowed to discuss the problems set for the assignment with fellow students from the other groups. However, each group should produce their own unique solution to the problem. Which therefore means that although you can explain a solution to a fellow student, you must not give him or her access to your solution. If two or more groups submit the same project, all students in those groups will receive zero, and your lecturers will not even enter into any discussion about who did the original work. Your document must be professionally typed with minimal grammatic errors (as an ICT student you should be able to use freely available software's such as **Grammarly** to assist you with writing a professional document). Your project documents must be written using Arial font size 12, line spacing 1.5 and text should be justified. For this assignment the use of Harvard referencing is mandatory and students are expected to use any Harvard API from Microsoft Word for in-line, in-text, paragraph and your reference list!

PROJECT OUTLINE

TASK ONE (maximum 1200 words): 40 MARKS

Identify a business (existing business or imaginary one), or organization (field, community project, or a community initiative) that requires an implementation of BI dashboard in order for profitability or the value of it to be competitive to other

businesses or organizations. Briefly describe the vision, mission and grounding business rules of the business or organization and clearly indicate the importance of BI in it using BI principles. In your task one analysis you must write a clear problem statement (not more than 150 words) that explains the need for BI dashboards in the business or organization that you chose. Below is the brief of what is needed under this task:

- Business or organization as explained above.
- Mission, vision and grounding business rules – with clarity of how BI can add value to it.
- A clear demonstration of BI principles and it's value to the business or organization of choice.
- A problem statement of not more than 150 words.
- Describe BI components in relation to your use case.
- Explain Basic or High level architecture in relation to your use case.

TASK TWO (at least ONE full page and maximum two pages): 30 MARKS

Write a detailed report of quantitative insights and explain with clear examples of how the organization with benefit from it, by providing clear examples. (10 marks for quantitative insights explanation and 20 marks for business or organizational use case).

Your quantitative insight should include graphics, statistical modelling and application of machine learning in Business. Below is the brief of what is needed under this task:

- Discuss the relevance of graphics to the business or organization of choice for data insights.
- Produce a detailed report into how an application of statistical modelling (discuss at-least THREE statistical analysis techniques that are widely used and provide evidence that they are indeed widely used) can improve the competitive advantage of the business or organization.
- Provide a detailed analysis of how Machine learning can be used to improve business processes and can the business or organization that you chose for your assignment can benefit from it.

TASK THREE (maximum 1 page): 30 MARKS

Demonstrate an in-depth understanding of dashboard design guidelines by discussing each of the three types of dashboards and how each can benefit the business or organization that you have selected for this assignment. VERY IMPORTANT: you must discuss those types of dashboard in relation to you use case, and actually provide appropriate EXAMPLES in the context of your Use Case.