ASSIGNMENT INSTRUCTIONS

Assessment	**Data Skills Portfolio**
Assessment code:	**012**
Academic Year:	**2020/2021**
Trimester:	**2**
Module Title:	**Data Skills**
Module Code:	**MOD00**
Level:	**Level 3**
Module Leader:	**Austin Case**
Weighting:	**60%**
Word Limit:	**1000** **This excludes bibliography and other items listed in rule 6.75 of the Academic Regulations:** **http://web.anglia.ac.uk/anet/academic/public/academic_regs.pdf**
Assessed Learning Outcomes	**1 – 4**
Submission Deadline:	**This assignment must be received by <u>no later than 14:00 on Thursday, 06 May 2021</u>**

WRITING YOUR ASSIGNMENT:

- This assignment must be completed individually.
- Assignment submissions are to be made anonymously. Do not write your name anywhere on your work.
- Write your student ID number at the top of every page.
- Where the assignment comprises more than one task, all tasks must be submitted in a single document.
- You must number all pages.

SUBMITTING YOUR ASSIGNMENT:

In order to achieve full marks, you must submit your work before the deadline. Work that is submitted late – up to five working days after the published submission deadline - will be accepted and marked. However, the element of the

module's assessment to which the work contributes will be capped with a maximum mark of 40%.

Work cannot be submitted if the period of 5 working days after the deadline has passed (unless there is an approved extension). Failure to submit within the relevant period will mean that you have failed the assessment.

<u>Requests for short-term extensions</u> will only be considered in the case of illness or other cause considered valid by the iCentre Adviser. Please contact iCentre@lca.anglia.ac.uk. A request must normally be received and agreed by the iCentre Adviser in writing at least 24 hours prior to the deadline. See rules 6.56-6.65: http://web.anglia.ac.uk/anet/academic/public/academic_regs.pdf

<u>Mitigation:</u> The deadline for submission of mitigation in relation to this assignment is no later than five working days after the submission date of this work. Please contact iCentre@lca.anglia.ac.uk
See rules 6.103 – 6.132:
http://web.anglia.ac.uk/anet/academic/public/academic_regs.pdf

ASSIGNMENT QUESTION

Portfolio assignment

The Best Southern Hotels and Spa operates three hotels in Surrey. The hotels boast some of the best golf courses and fishing lakes. The clientele is aimed at middle aged couples who enjoys fishing and playing golf. In this assessment, you are the regional manager with responsibility for marketing. The senior managers are concerned with the fall in visitors' arrival and therefore you were tasked with finding a strategy to increase the customer base.

The management of Best Southern Hotels and Spa has become aware that customer satisfaction is the key to the success of their business. They are cognizant that in the last six months, there are growing concerns about the increased number of dissatisfied customers at all three hotels. You are beginning with a pilot review of the three hotels with a view of identifying areas of concerns in addition to best practices that can be adopted by all the hotels in The Best Southern Hotels and Spa Group.

You have decided to conduct a survey based on customers' complaints in the three affected hotels. Additionally, staff at all three hotels have been collating the data in relation to customers' complaints during the months of November and December 2020. The results of the survey and complaints are attached in the excel document.

Task

Examine the tables of data for the three hotels. This data appears on the VLE in the folder marked

"ASSIGNMENT – HOTEL DATA."

The two data files consist of:

1. **Hotel Data – Complaints Received**. A spreadsheet that shows the number of complaints received at each hotel.
2. **Hotel Data – Customers Survey Results**. A spreadsheet showing details from Customers Surveys run across the three hotels taken in November and December 2020.

You need to examine this data and then create a small data portfolio (no more than 1,000 words plus data analysis) that explains which hotel might act as an exemplar of good practice for other hotels in your business.

Using the data,- Write a *briefing document* as though you are addressing Kerry Spied, the Managing Director at **The Best Southern Hotels and Spa** that explains which hotel, if any, is your preferred choice.

Assessment Guidance

You will want to think about different things that you have learned on the module.

Look back at different topics that you have covered and consider how you might apply those ideas to the data.

- Look to identify key trends and patterns in the Data
- Produce visual representation of the data, such as creating graphs or putting the data into different tables, to help to demonstrate your findings (you may earn additional marks for use of tables, graphs etc. but it is possible to pass the assignment without doing so)
- Expand on provided data and produce further comparative information e.g. Compare the Complaints data with the Residents data and identify percentage variances
- Identify and comment on Best Practice Areas and why
- Identify key areas requiring management actions and why
- Identify areas of data limitations – both in volume and collection

If you use any textbooks or other sources to assist in making your arguments, you must indicate the source of the information in your writing.

They key to scoring good marks in this assessment is looking at the numbers and explaining what they mean.

NB: Numerical information given in tables is not included in the word count.

ASSESSMENT GUIDANCE

This assignment requires you to demonstrate your knowledge and understanding of the use of data to inform and to make decision.

You are required to convert primary data, also known as 'raw data', into useable unit of measurement that will allow commonality for comparisons to take place.

In your script, you need to use the data to analyse and compare each of the hotels strengths and weaknesses and be able to express an opinion on areas working well and those that requires management action. Your answer should seek to identify and explain how the data has informed your conclusions. Below, you will find guidance on what is expected of you in your submission.

MARKING SCHEME

Task 1 – Key Trends (20 marks)

Look to identify key trends and patterns in the data.

Task 2 – Visuals (15 marks)

Produce visual representations of the data, such as creating graphs, charts, and tables to help demonstrate your findings.

Task 3 – Expand Data (20 marks)

Expand on provided data and produce further comparative information. Using the data, analyse and discuss the findings by comparing trends and patterns from each of the hotels.

Task 4 – Best Practice (15 marks)

Identify and discuss the best practices from each of the hotels and show how these practices can improve the other hotels.

Task 5 – Management (20 marks)

Identify and discuss key areas requiring management actions. Explain how these key areas may impact negatively on the business.

Task 6 – Data Limitations (10 marks)

Identify areas of data limitations – both in volume and collections – and state how data limitations may affect decision making.