

Assignment 1: Semester 1 2022/2023
Business Intelligence and Analytics (MCSD1143)

Name:

Marks: ____/30

Metric:

Google drive link:

Instructions

- i) This is a group assignment. Each group should consist of a maximum of 4 people.
- ii) Please refer to Customer segmentation dashboard_A2.pbix file in the e-learning.
- iii) Answer ALL the questions
- iv) **Submission:**
 - Please submit this question paper (.pdf) with your name, metric and google drive link (where your .pbix file is stored) written at the top.
 - Provide screen shots as answers to every question and explain the improvement that you made in the visualization.

Question

Customer segmentation dashboard, Sales Analysis dashboard, Product Sales dashboard was developed by a company using PowerBi Desktop. Each of the dashboard can be improved in the following aspects but not limited to:

- i) Type of charts used
- ii) Color scheme
- iii) Narrative title
- iv) Consistency of layout
- v) Use of slicers
- vi) Use of visual cues (differentiating color, highlight, label etc.). Refer **Figure 1**.



Figure 1 Sample dashboard with visual cues

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ASSIGNMENT 1				
Part A: Improvement of visualization				
Item	Mark			
Key reporting needs are well visualized	1	2	3	4
Design of dashboard are well spaced avoiding clutter	1	2	3	4
Clear order of the visualization	1	2	3	4
Visualization is attractive and captivating	1	2	3	4
The visualization is interactive and customizable	1	2	3	4
Total	[____/20] * 20 =			
Part B: Discussion of the improvement				
Item	Mark			
Discussion on issues with current visualization	1	2	3	4
Discussion on implemented improvement	1	2	3	4
Discussion on visual cues to highlight interesting insights	1	2	3	4
Total	[____/12] * 10 =			
TOTAL OF PARTS (A+B)	____/30			
TOTAL MARKS:	[____/30] * 10 =			

REFERENCE

Part A: Improvement of visualization

Category	4	3	2	1
Key reporting needs are well visualized	Visualization fulfils all key reporting requirements accurately	Visualization fulfils all key reporting requirements but consists inaccurate information	Visualization fulfils some key reporting requirements with some inaccurate information	Visualization deviate from the key reporting requirements
Design of dashboard are well spaced avoiding clutter	Appropriate number of charts are visualized well utilizing spacing to improve the quality and readability of the analysis	Appropriate number of charts are visualized somewhat utilizing spacing, improvement is required	Too many numbers of charts are visualized somewhat producing clutter, improvement is required	Difficult to understand and to differentiate the charts, cluttered with low quality and readability of the analysis
Clear order of the visualization	Order/flow of the visualization are well planned and easy to follow	Order/flow of the visualization are acceptable to follow	Order/flow of the visualization is confusing and slightly difficult to follow	Order/flow of the visualization is not considered and difficult to follow

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Visualization is attractive and captivating	All elements on the visualization including fonts, colors, positioning, size and highlights are well integrated and highly capturing the attention of the audience	All elements on the visualization including fonts, colors, positioning, size and highlights are integrated and with some mismatch/inappropriate used	All elements on the visualization including fonts, colors, positioning, size and highlights are somewhat integrated with mismatch/inappropriate used, poorly capturing attention of the audience	All elements on the visualization including fonts, colors, positioning, size and highlights are not integrated with a lot of mismatch/inappropriate used, unable to capture attention of the audience
The visualization is interactive and customizable	The visualization is targeted to the audience, well used of filters to allow specify analysis with interactivity that show changes in relevant charts	The visualization is targeted to the audience, some use of filters to allow specify analysis with some level of interactivity	The visualization is somewhat targeted to the audience, minimal use of filters to allow specify analysis with no interactivity to show changes in relevant charts.	No apparent message or relevancy to the audience, no customization of the visual is present

Part B: Discussion of the improvement

Category	4	3	2	1
Discussion on issues with current visualization	Key issues with the visualization are well identified	Key issues with the visualization are identified, some are missing from discussion	Most of key issues with the visualization are missing from discussion	Failed to identify the key issues with the visualization
Discussion on implemented improvement	Well matched between implemented improvement and the key issues identified	Implemented improvement and the key issues identified are matched with slight deviation	Implemented improvement and the key issues identified poorly matched	Inappropriate improvement on the key issues identified with the visualization
Discussion on visual cues to highlight interesting insights	Discussion is well explaining the visual cues	Discussion is somewhat explaining the visual cues	Discussion is not/deviated from explaining the visual cues	Discussion on visual cues is poorly presented and not acceptable