Signature Assignment Overview:

Part 1: For this assignment, you will explain the requirements, rules, or recommendations that can lead to a successful implementation of embedded analytics in the context of building, reporting, and using Business Intelligence in a commercial operation. The final product should be able to serve as a "whitepaper" for professionals who are interested in, yet completely new to embedded analytics and Business Intelligence.

Be sure to address (not necessarily in this order):

- Why data decisioning so important to guiding organizational leadership
- The strategic planning activities that need to take place in the context of building, reporting, and using Business Intelligence in a commercial operation
- Some common tools to use for Business Intelligence and how they can be used
- The role of models, user interface, culture, and design in a quality system
- The role of data scientist or data analyst in organizational decision making
- How to use utilize an organization's data assets to drive decision making
- How the fourth industrial revolution is important to data analytics and business intelligence.
- How to apply BI concepts to decision making in the fourth industrial revolution
- How AI can be applied to decision making using data
- How to avoid bias in business decisioning

Your submission should be between 2000-2500 words. Your report should use proper APA formatting and include an introduction and conclusion and properly formatted citations and references.

Part 2: Condense your paper into a presentation of no more than 10 slides. The presentation should be able to be used as a guide to individuals who are completely new to embedded analytics and Business Intelligence.

Signature Assignment Rubric				
Critical Element	**Exceeds Standard (90-100%)**	**Standard (80-90%)**	**Approaching Standard (70-80%)**	**Below Standard (0-70%)**
Introduction 15%	Goes above the requirements of the assignment to provide a compelling introduction that is coherent and concise.	Clearly and briefly introduces the goals of the project, the question that needs to be answered and the methods used in the analysis. The goals, questions and methods outlined are	Introduces the goals of the project, the question that needs to be answered and the methods used in the analysis but is too wordy or the goals, questions and	Does not introduce project goals, project questions or methods or they conflict with one another.

			consistent with one another.	methods are inappropriate.	
Content & Analysis 20%	Goes beyond the requirements of the assignment to provide an insightful analysis and thoroughly answers the questions posed in the assignment instructions.	Entirely satisfies the requirements of the assignment. Provides a complete analysis and answers the questions posed in the assignment instructions.	Mostly satisfies the requirements of the assignment. Provides some level of analysis and answers the most of the questions posed in the assignment instructions.	Fails to satisfy the requirements of the assignment. Provides little or no analysis. Answers few, if any, of the questions posed in the assignment instructions.	
Interpretation & Conclusions 20%	Succinctly wraps up the findings in the conclusion by directly answering the question posed in the introduction. Provides clear and actionable recommendations that follow from the data presented.	Wraps up the findings in a conclusion that provides an answer to the question(s) posed in the introduction. Makes specific recommendations based on the data presented.	Wraps up the findings in a conclusion that provides general answers to the question posed in the introduction. Makes general recommendations based on the data presented.	Does not wrap up findings in a conclusion or does not provide an answer to the question. Does not make recommendations related to the data presented.	
Mechanics 15%	Grammar, spelling and punctuation adhere to professional standards. Adheres to APA formatting guidelines.			Grammar, spelling, and punctuation negatively impact the professionalism of the submission. Partial adherence to APA formatting guidelines.	Grammar, spelling, and punctuation impedes the understanding of the ideas/concepts. Does not adhere to APA formatting guidelines.
Presentation 15%	Articulation of information, ideas, and concepts is particularly well-organized and professional, and demonstrates in-depth understanding of the target audience's needs	Concisely articulates information, ideas, and concepts in an organized, convincing fashion that aligns with target audience needs	Articulation of information, ideas, and concepts is drawn-out, unclear, disorganized, and/or does not consider target audience	Articulation of information, ideas, and concepts is disorganized, unprofessional, AND does not consider target audience	