

## MTH782P – SAS for Business Intelligence – 2021/22

### Module Assignment Midterm: Designing Business Intelligence Reports

In this assignment you will learn how to create new reports that will be used by different people in the organization. Business intelligence reports are very important communication tools in managerial decision-making and are targeted to a variety of audiences that include accountants, finance professionals, marketers, salespeople, product managers, among others. The relevance, utility and timeliness of presented information are critical for effective and efficient decision-making.

This exercise will provide you with a hands-on experience in understanding and building information-rich business reports.

#### Business Case

You are the analyst at the business intelligence department of a retail, marketing and auditing consulting company and your new client is a Global Toys Corporation, one of the world's largest toy manufacturers with operations across the globe. A few weeks ago, the company appointed a new Marketing Director, and in a recent presentation he announced a new strategy for some of the best-selling toy products.

You are asked to lead in developing a case study (a visual story line) that will help the executive team for better and faster understanding of the presented information. In the new director's keynote, he wants to go over some facts about current business performance and then use that data to make the case for a new strategy. Additionally, the business intelligence department wants to present this report and require you to answer a series of questions.

#### Important Points:

- Explore the data to produce a report for senior management and for the business intelligence department.
- This report should not contain more than three pages (not including the explanations required by the Business Intelligence Department).

- This BI report should include key facts about the company's performance on a global and regional level. These facts should include financial, marketing related data, and or efficient use of resources. You may consider a report along the following lines:

- Analyse the Sites
- Analyse the Products
- Analyse the Sales Evolution
- Analyse Customer Satisfaction

- Decide on the appropriate visualization tool/type to use based on the data you choose, and information you intend to portray.

### Questions from the Business Intelligence Department:

- How did you choose your story lines? What alternative story lines did you consider? Why did you decide to not to include them in your report?
- How did you choose the objects in your report (charts, tables, etc)? How will the charts be perceived by a non-technical user? What questions may he/she ask and what answer(s) could she get with it?
- Include step-by-step explanations of how the report is built (e.g., how filters are built in the report, how various charts and objects are built, etc.) and how key information could be accessed.

Once done, submit your report as a single PDF file to me via QMplus by uploading your work as a single file via the assignment link

### Instructions for report creation:

Navigate through the folders to access the file labelled INSIGHTTOY\_1

Note that you may use MS Word to write the report with screenshots from SASViya, or build your report fully using SAS. However, the final file should be a PDF, hence interactive elements will not show.

### Submission Deadline

The submission deadline is 22 November, 2021 at end of business day (5pm BST)  
QMUL Late submission penalty According to QMUL Academic Regulations (page 53 point 3.64.i): "For every period of 24 hours, or part thereof, that an assignment is

overdue there shall be a deduction of five per cent of the total marks available (i.e., five marks for an assessment marked out of 100). After seven calendar days (168 hours or more late) the mark shall be reduced to zero, and recorded as OFL (zero, fail, late)”

## Plagiarism Policy

Any suspicion of plagiarism in an assessment worth more than 25% of the total module needs to be reported to the QMUL Assessment Offences panel. Penalties can be very harsh (e.g., all modules failed and to be re-sat the next year with all grades capped at 50/100) so be very careful.

## Marking criteria:

Discussion – 25%

Data analysis – 25%

Use of appropriate visualisation tools – 25%

Methodology – 25%