

## ASSIGNMENT BRIEF

<b>HTU Course No:</b> 10204312	<b>HTU Course Name:</b> Business Intelligence
<b>BTEC Unit Code:</b> M/615/1641	<b>BTEC UNIT Name:</b> Business Intelligence



<b>Student Name/ID Number/Section</b>	
<b>HTU Course Number and Title</b>	10204312 Business Intelligence
<b>BTEC Unit Code and Title</b>	M/615/1641 Business Intelligence
<b>Academic Year</b>	2023-2024 Summer
<b>Assignment Author</b>	Batool Alarmouti
<b>Course Tutor</b>	Batool Alarmouti
<b>Assignment Title</b>	Business Intelligence Application
<b>Assignment Ref No</b>	1
<b>Issue Date</b>	30/07/2024
<b>Formative Assessment dates</b>	From 30/07/2024 to 22/08/2024
<b>Submission Date</b>	03/09/2024
<b>IV Name &amp; Date</b>	Islam Alomari 29/07/2024
<b>Submission Format</b>	
<p><b>Part 1:</b></p> <ul style="list-style-type: none"> <li>• <b>Exam Type:</b> In-class, written exam.</li> <li>• <b>Exam Duration:</b> 1.5 hours.</li> <li>• <b>Exam Conditions:</b> Closed book.</li> </ul> <p><b>Part 2:</b></p> <ul style="list-style-type: none"> <li>• Presentation in a form of a soft copy (.PPT).</li> <li>• Power BI file.</li> <li>• Video presenting your work.</li> <li>• Signed Declaration Form.</li> </ul> <p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>• The presentation should be supported with research and referenced using the Harvard referencing system.</li> <li>• Video should be 10 minutes maximum to present the dashboard and the presentation.</li> <li>• All files must be submitted to the elearning. Late submissions will not be accepted.</li> <li>• Failure to submit the video will lead to U grade.</li> </ul>	
<b>Unit Learning Outcomes</b>	
<p><b>LO1</b> Discuss business processes and the mechanisms used to support business decision-making.</p> <p><b>LO2</b> Compare the tools and technologies associated with business intelligence functionality.</p> <p><b>LO3</b> Demonstrate the use of business intelligence tools and technologies.</p> <p><b>LO4</b> Discuss the impact of business intelligence tools and technologies for effective decision-making purposes and the legal/regulatory context in which they are used.</p>	
<b>Assignment Brief and Guidance</b>	
<p><b>Part 1:</b></p> <p>You are a decision-maker at a growing company that is currently considering the implementation of a comprehensive business intelligence (BI) solution. The company has been successful but relies heavily on manual processes and intuition for decision-making, which has started to limit its growth and operational</p>	

efficiency as it scales.

Recognizing the potential for data to transform business practices, you have been tasked with evaluating the importance and value of applying a BI solution within the company. Your goal is to assess how BI can enhance strategic decision-making, improve operational efficiency, and provide a competitive edge in the market.

You should be familiar with the following:

1. **Understand Business and Supporting Processes:** Define and use examples to explain 'Business Process' and 'Supporting Processes'.
2. **Differentiate Data Types:** Explain the differences between unstructured data and semi-structured data.
3. **Pros and Cons of Application Software:** Assess the advantages and disadvantages of using application software for business operations.
4. **Decision-Making Support Levels:** Compare the types of decision-making tools used at operational, tactical, and strategic levels within a company.
5. **Features of Business Intelligence:** Highlight key business intelligence features with examples showing how they improve business operations.
6. **Systems and Technologies for Different Levels:** Contrast the information systems and technologies that support business operations at operational, tactical, and strategic levels, showcasing their uses and impacts.

## Part 2:

You are working as a Junior Data Analyst at a AeroSafety Research Institute. The organization is dedicated to investigate aviation accidents and improving flight safety. Your manager at AeroSafety requested from you to work on a project that will provide a complete BI solution to provide useful insights about aviation accidents and enhance decision making in the aviation sector. As a Junior Data Analyst, you will be developing a:

1. **BI Application:** Design a business intelligence application. This application should perform a specific task to support problem-solving or decision-making at an advanced level utilizing aviation accidents provided dataset. Once your design is complete, customize this newly designed tool to ensure that it is user- friendly and has a functional interface.
2. Presentation includes the following (make sure the presentation is related to the aviation sector):
  - Determine what business intelligence is and what tools and techniques are associated with it (give examples from your BI application).
  - Provide a critical review of your newly designed system in terms of how it meets a specific user or business requirement and identify what customization has been integrated into the design. Discuss how business intelligence tools can contribute to effective decision-making and conduct research to identify specific examples of organizations that have used business intelligence tools to enhance or improve operations.
  - Discuss legal issues should be examined when leveraging business intelligence tools to ensure secure utilization.
  - As a conclusion to the presentation, evaluate how organizations could use business intelligence to extend their target audience and make them more competitive within the market, taking security legislation into consideration.

Learning Outcomes and Assessment Criteria			
Learning Outcome	Pass	Merit	Distinction
<b>LO1</b> Discuss business processes and the mechanisms used to support business decision-making.	<b>P1</b> Examine, using examples, the terms ‘Business Process’ and ‘Supporting Processes’.	<b>M1</b> Differentiate between unstructured and semistructured data within an organisation.	<b>D1</b> Evaluate the benefits and drawbacks of using application software as a mechanism for business processing.
<b>LO2</b> Compare the tools and technologies associated with business intelligence functionality.	<b>P2</b> Compare the types of support available for business decision-making at varying levels within an organisation.	<b>M2</b> Justify, with specific examples, the key features of business intelligence functionality.	<b>D2</b> Compare and contrast a range of information systems and technologies that can be used to support organisations at operational, tactical and strategic levels
<b>LO3</b> Demonstrate the use of business intelligence tools and technologies.	<b>P3</b> Determine, with examples, what business intelligence is and the tools and techniques associated with it.  <b>P4</b> Design a business intelligence tool, application or interface that can perform a specific task to support problem-solving or decision-making at an advanced level.	<b>M3</b> Customise the design to ensure that it is user-friendly and has a functional interface.	<b>D3</b> Provide a critical review of the design in terms of how it meets a specific user or business requirement and identify what customisation has been integrated into the design.
<b>LO4</b> Discuss the impact of business intelligence tools and technologies for effective decision-making purposes and the legal/regulatory context in which they are used.	<b>P5</b> Discuss how business intelligence tools can contribute to effective decision-making.  <b>P6</b> Explore the legal issues involved in the secure exploitation of business intelligence tools.	<b>M4</b> Conduct research to identify specific examples of organisations that have used business intelligence tools to enhance or improve operations.	<b>D4</b> Evaluate how organisations could use business intelligence to extend their target audience and make them more competitive within the market, taking security legislation into consideration.