



Asian Institute of Technology
School of Engineering and Technology
Department of ICT

AT84.02: Business Intelligence and Analytics January 2023

ASSIGNMENT 1

BI Tools and Visualization

Due: 28 February 2023

Overview

Nowadays Business Intelligence (BI) is very useful and prominent in the wide range of sectors. BI helps gather a variety of data and convert it into actionable information, in order to support policy implementation and decision-making for organizations.

The challenge for most businesses/organizations is how to exploit available data for the strategic planning and decision support that would be a competitive advantage for every organization. Using Business Intelligence (BI) tools is the competency enhancement skill of how to understand the data on appropriate dimensions and how to demonstrate data visualization to understand firm performance and business analysis.

Objectives

This assignment aims to help you:

1. Identify key features of BI Tools that are important.
2. Explore BI Tools to build a small application
3. Evaluate a given dataset and design visualization dashboard
4. Understand the results from generated visualizations and explain the idea creativity

Task

Task 1 - Select one of the two well-known BI tools between **Tableau** and **Power BI** for investigating significant features. Then define the major components on a selected BI tool.

Task 2 - Given the dataset, design and generate an appropriate visualization dashboard aligned with the dataset, using the selected BI tool in Task1. Explain why you design the way you do and what the users can interpret from the dashboard.

The given dataset is a subset of an auto insurance claim dataset, taken from [Auto Insurance Claims Data | Kaggle](#)

The goal is to illustrate how to use descriptive analytics for auto insurance claim analysis for supporting relevant decisions.

Note:

1. You can make any assumptions, as needed.
2. Please name your assignment as BIA_Assignment1_YourName and submit it as a PDF file in Google Classroom.