Assessment Brief

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| Student Name/ID Number |  |
| **Unit Number and Title** | **14: Business Intelligence** |
| Academic Year | 2018 |
| Unit Tutor |  |
| **Assignment Title** | **Assignment 2: Apply BI tools & techniques and their impact** |
| **Issue Date** |  |
| Submission Date |  |
| IV Name & Date |  |

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| **Submission Format** |
| Part I: Project submission. This should be a zip / rar folder of your project, including all necessary files to run your project. There should be a link to your Tableau work on Tableau Public cloud.  Part II: The submission is in the form of a group written report. This should be written in a concise, formal business style using single spacing and font size 12. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system.  Part III: Team needs to present their point of view about how business intelligence tools can contribute to effective decision-making as well as the legal issues involved in exploiting user data for business intelligence. You may need to research for specific examples of organizations that use BI tools to enhance or improve their business and evaluate how they can use BI tools for extend their target audience and make them more competitive within the market. |

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| **Unit Learning Outcomes** |
| **LO3** Demonstrate the use of business intelligence tools and technologies |
| **Assignment Brief** |
| (Continued from previous scenario)  Your next task is to demonstrate to the board of directors about the ability of applying business intelligence in the company's current business processes. To demonstrate BI, you need to prepare a presentation about BI and related tools & techniques and a demonstration on real company dataset.  For the presentation, you need:   * Explain general concept of what is BI * Introduction to some tools / techniques for BI and their application in general   For the demonstration, you need:   * A (some) data set(s) extracted from the company's business processes. Explain the dataset. * Show how you pre-process data for later analysis, explain each step and it purpose * Design dashboards to show your analysis on pre-processed data. Explain clearly purpose of dashboards and charts. Suggestions should be made after analysis   During the demonstration, you need collect feed-back and comments from users to review how well your dashboards design meet user or business requirement and what customization needed for future use.  Team needs to present their point of view about how business intelligence tools can contribute to effective decision-making as well as the legal issues involved in exploiting user data for business intelligence. You may need to research for specific examples of organizations that use BI tools to enhance or improve their business and evaluate how they can use BI tools for extend their target audience and make them more competitive within the market.  To summary, you need to submit a report in PDF includes 4 parts: your presentation, result of demonstration and review of user feedback, point of view on BI contribution and legal issues. |

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| Learning Outcomes and Assessment Criteria | | |
| Pass | Merit | Distinction |
| LO3 Demonstrate the use of business intelligence tools and technologies | | D3 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. |
| P3 Determine, with examples, what business intelligence is and the tools and techniques associated with it.  P4 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. | M3 Customise the design to ensure that it is user friendly and has a functional interface. |
| LO4 Discuss the impact of business intelligence tools and technologies for effective decision-making purposes and the legal/regulatory context in which they are used | | D4 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 |
| P5 Discuss how business intelligence tools can contribute to effective decision-making.  P6 Explore the legal issues involved in the secure exploitation of business intelligence tools | M4 Conduct research to identify specific examples of organisations that have used business intelligence tools to enhance or improve operations. |