**BDAT 1009 – Enterprise Analytics – Final Assignment**

Total marks: 35

* Groups of Four
* 30 minutes

**Task 1 – Background Information**

You have been hired as an Analyst to assist a company with developing their data strategy. Write a description of the selected dataset and project, and its importance for your chosen company. Data sets will be made available for this project, and if you provide your own data 2 bonus marks will be added. (1-2 paragraphs).

**(5 marks)**

**Task 2 – Strategy Development**

* Create 5 SMART Objectives
* Create 5 KPIs based off SMART Objectives

**(10 marks)**

**Task 3 – Analyze and Visualize**

In Tableau, MS PowerBI or a visualization tool of your choice:

1. Create a dashboard (using Tableau or PowerBI) that demonstrates the company’s performance and visualizes KPIs created

* Provide a discussion/explanation of what each dashboard graph/chart is saying, and include why you chose that particular graph/chart to visualize the information.
* State why those data sets attributes are present and laid out in the fashion you proposed (feel free to include all other relevant justifications).

Note: To ensure that you discuss this task properly, you must include visual samples in the presentation (i.e. the screenshots of the BI report/dashboard must be presented and explained in the presentation; use ‘Snipping tool’), and also include any assumptions that you may have made about the analysis from Task 3.

**(10 marks)**

**Task 4 – Data Flow Diagram**

Provide a high-level overview of the data pipeline using a flow diagram. Think of all the potential sources for incoming data and what type of data architecture you would recommend for ingestion, analytics, visualization and reporting.

**(5 marks)**

**Task 5 – Recommendations**

The CEO of the chosen company would like to improve their operations. Based on your BI analysis and the insights gained from your Data make some logical recommendations to the CEO, and justify why/how your proposal could assist in achieving operational/strategic objectives.

**(5 marks)**

**Checklist:**

In the Presentation (Power Point or Other):

1. Background Information
2. Strategy Development
3. Analyze and Visualize
4. Data Flow Diagram
5. Recommendations

**Good Luck!**