

# Dublin Business School Assessment Brief

## Assessment Details

Unit Title	Data Visualisation
Unit Code	B89IT106
Unit Leader	Terri Hoare
Level:	9
Assessment Title	Summative assessment - EDA
Assessment Number	1
Assessment Type:	Individual
Assessment Weighting	60%
Issue Date:	Wednesday 4 November 2020
Hand in Date:	Sunday 10 December 2020 (23:55)
Mode of Submission:	On-line Moodle

## Assessment Tasks

**(100 Marks)**

### Data Visualisation - Exploratory Data Analysis

Working in groups of two students:

- Select open data source(s)
- Apply visualisation techniques covered in the module to do an exploratory data analysis of the data
- Present your visualisations in all of Tableau (or PowerBI or Neo4j -D3/Bloom), R and Python
- Justify and appraise the visualisation techniques applied with reference to theory
- Critically evaluate and apply programming constructs, algorithms and interactive strategies
- Critically appraise the capabilities of the three tools

A ten-minute formal presentation should be prepared for the final lecture on Wednesday 6/12. Time limits will be enforced to allow all teams adequate time to present. The project will be evaluated as below based on the DBS Grading Scheme included with this document.

- Presentation /Artefact (.40) GROUP (2)
- Report (.60) INDIVIDUAL (guideline - 1000 words excluding screen shots and references)

A zipped file including the artefact, presentation and report should be submitted in a zipped folder to Moodle by each team member on or before Sunday 10/12 23:55.

Submissions will be graded according to the DBS Grading scheme included.

### DBS Grade Assessment Policy (B8IT107)

Module Descriptor	Mark Band	Criteria	Determinator within grade band
<b>A</b> (Outstanding)	80-100	<ul style="list-style-type: none"> <li>Displays a thorough and systematic knowledge of module content through choice of scenario, solution and handover process and documentation.</li> <li>Clear grasp of the issues involved, with evidence of innovative and original use of learning resources.</li> <li>Knowledge beyond module content.</li> <li>Clear evidence of independence of thought and originality</li> <li>Methodological rigour</li> <li>High critical judgement and confident grasp of complex issues</li> </ul>	Excellent visualisation, oral and /or written communication showing depth of insight
<b>A (Clear)</b>	70-79	<ul style="list-style-type: none"> <li>Methodological rigour</li> <li>Originality</li> <li>Critical judgement</li> <li>Use of additional learning resources</li> </ul>	Very good visualisation, oral and/or written communication showing good insight in application of theory
<b>B</b>	60-69	<ul style="list-style-type: none"> <li>Very good knowledge and understanding of the module content.</li> <li>Well-argued answer</li> <li>Some evidence of originality and critical judgement</li> <li>Sound methodology</li> <li>Critical judgement and some grasp of complex issues.</li> </ul>	Good visualisation, oral and/or written communication with evidence of research outside of course material
<b>C</b>	50-59	<ul style="list-style-type: none"> <li>Good knowledge and understanding of the module content.</li> <li>Reasonably well-argued answer</li> <li>Largely descriptive or narrative in focus</li> <li>Methodological application is not consistent or thorough</li> </ul>	Sound visualisation, oral and/or written communication
<b>D</b>	40-49	<ul style="list-style-type: none"> <li>Lacking methodological application</li> <li>Adequately argued</li> <li>Basic understanding and knowledge</li> <li>Gaps or inaccuracies but not damaging</li> </ul>	Assignment task satisfactorily completed
<b>E (Fail)</b>	0-39		Unsatisfactory

## **General Requirements for Students:**

PLEASE READ CAREFULLY

1. It is your responsibility to ensure your file is uploaded correctly.
2. Students are required to retain a copy of each assignment.
3. When an assignment is submitted, it is the student's responsibility to ensure that the file is in the correct format and opens correctly.
4. Students should refer to the assessment regulations in their Course Guide.
5. DBS penalises students who engage in academic impropriety (i.e. plagiarism,
6. Collusion and / or copying). Please refer to the referencing guidelines on Moodle for information on correct referencing.
7. All relevant provisions of the Assessment Regulations must be complied with.
8. Penalties for late submission of assignments are as follows:
  - a. 25% penalty for assignments submitted within 5 working days of the deadline.
  - b. No marks for assignments submitted more than 5 working days after the deadline.
9. Extensions to assignment submission deadlines will be granted in exceptional circumstances only. The appropriate "Application for Extension" form must be used and supporting documentation (e.g. medical certificate) must be attached. Applications for extensions should be made directly to the Head of Year or Programme Leader in advance of the deadline date.