EBUS633 Assignment 1

Module:	EBUS633 Big Data Analytics for Business
Semester:	2021/22 Semester 2
Submission date:	**24 March 2022 by 12 noon**
Submission method:	This coursework requires online submission only. You do not need to submit a hard copy of the coursework. You should submit your coursework via Turnitin, which is a plagiarism and collusion detection system. If you do not submit to Turnitin, your work will not be marked. The submission link will be set up by the student support office before the submission date.
Penalty for late submission:	Standard UoL penalty applies
Word limit:	2000 words (excluding references and appendices)
Weighting:	50%
Details/ Requirements	**Background** After finishing the programme you are currently enrolled at the University of Liverpool Management School, you have taken up a management role at an organisation. As an enthusiast of analytics, you explain to your line manager the importance of visualization and regression (includes classification) that was learnt from the module *Big Data Analytics for Business.* Motivated by the conversation, your line manager asks you to produce an executive report, which will help to develop a business case to adopt these two analytic techniques. **Structure of the report** Given that the report is going to be shared with the senior management team, the line manager suggests the following structure for your report. 1. **Motivation (200 words)** – Explain why the organisation should adopt visualization and regression (you could assume a specific sector/industry for the organisation you are working in, if needed).

2. **Literature review (400 words)** - Provide some background information about visualization and regression (e.g., what kind of problems can it be used to solve; why is it suitable for big data analytics; what are the business values for using the technique).

3. **Case examples (600 words)** – Presenting two real-world case examples, one discussing the application of visualization and another discussing the application of regression technique in business, with their benefits (e.g., discuss details related to data processing/analysis, algorithms, findings, output validation, and performance impact).

4. **Barriers (300 words)** - Discuss the limitations, assumptions, constraints, and foreseen challenges that can impede successful adoption of visualization and regression (i.e., identify barriers from both technical and social perspective of an organisation).

5. **Recommendations & Roadmap (300 words)** – Propose recommendations and roadmap for your organisation explaining the use case for visualization and regression (includes classification) and how they can be adopted.

6. **Conclusion (200 words)** – Summarize the report by explaining the key takeaways for the organisation and explicitly state the limitations of the report.

More information

The report should be well structured into different logical sections as explained above. Your report should be typed with font size 12, and 1.5 line spacing. You can add a short executive summary highlighting key discussions and findings. The word count excludes the title page, table of content, executive summary, references and appendices. You must reference your work correctly using the Harvard referencing style.

Marking Guidelines:	Follow the marking guidelines provided in the Management School Student Handbook. Your report will be evaluated on the basis of your critical understanding of the subject matter; your ability to draw upon

	relevant literature; independent thinking and critical analysis; and effective structure and presentation.
	Additionally, here are some suggested weightages for different sections:
	1. Motivation – 10%
	2. Literature review – 15%
	3. Case examples – 30%
	4. Barriers – 15%
	5. Recommendations & Roadmap – 15%
	6. Conclusion – 5%
	7. Presentation of the report (including the adherence to structure, well-written and citation of relevant references) – 10%
Plagiarism:	While you are encouraged to discuss assignments with peers and colleagues, the final write-up must be your own work. The report must present your own understanding, analysis and conclusion rather than a copy of someone else's. You must not plagiarise your assignment.
Penalties:	Penalty for late submission: 5% of total marks shall be deducted from the total mark for each day after the due date up to a maximum of five days; however, the mark will not be reduced below the pass mark for the assessment. Work assessed below the pass mark will not be penalised for the late submission. Work received more than five days after the submission deadline will receive a mark of zero.
	Other penalties: 3% of total marks for every 100 words over the word count; 5% of the overall mark available for the piece of work will be deducted if an essay is presented in a form that makes it difficult to read, e.g., if not word-processed. For example, if a piece of work is marked out of 100, you will lose five marks, if it is out of 60, you will lose three marks.
	You should refer to the student handbook for further information about penalties.

Important notes:	➢ You need to provide relevant references to support your explanation and arguments across your report. References can be from various sources such as books, journal articles, and newspapers.
	➢ The Harvard referencing style is currently used by the Management School (http://libguides.liverpool.ac.uk/referencing/harvard). Make sure your referencing style is correct and consistent.
	➢ Your submitted report will be scanned by Turnitin, a plagiarism and collusion detection system. Make sure you comply with the Academic Integrity Policy adopted by the University of Liverpool (https://www.liverpool.ac.uk/media/livacuk/tqsd/code-of-practice-on-assessment/appendix_L_cop_assess.pdf).
	➢ This assignment requires online submission only, and you are required to submit your report once only (i.e., your first submission is the final submission).
	➢ Your report should be submitted as a single file.
	➢ If you have any questions about this assignment, contact Dr Gopalakrishnan Narayanamurthy (G.Narayanamurthy@liverpool.ac.uk)