

ASSIGNMENT BRIEF

HTU Course No: 10204312	HTU Course Name: Business Intelligence
BTEC Unit Code: M/615/1641	BTEC UNIT Name: Business Intelligence

Version: 3



Student Name/ID Number/Section	
HTU Course Number and Title	10204312 Business Intelligence
BTEC Unit Code and Title	M/615/1641 Business Intelligence
Academic Year	2023-2024 Spring
Assignment Author	Islam Alomari
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Assignment Title	Business Intelligence Application
Assignment Ref No	2
Issue Date	25/04/2024
Formative Assessment dates	From 25/04/2024 to 30/05/2024
Submission Date	08/06/2024
IV Name & Date	Razan AlQuran 24/04/2024
Submission Format	
<p>Submission for this assignment is expected to be a presentation. This presentation should be:</p> <ul style="list-style-type: none"> • In a form of a soft copy (.PPT). • Power BI file. • Signed Declaration Form. <ul style="list-style-type: none"> ◦ The presentation should be supported with research and referenced using the Harvard referencing system. ◦ All files must be submitted to the elearning. Late submissions will not be accepted. 	
Unit Learning Outcomes	
<p>LO3 Demonstrate the use of business intelligence tools and technologies.</p> <p>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.</p>	
Assignment Brief and Guidance	
<p>You are working as a Junior Data Analyst at LinkedIn. LinkedIn is a professional networking platform that connects individuals and companies worldwide. Companies utilize LinkedIn to establish their online presence, showcase their products and services, recruit top talent, and engage with their target audience through content sharing and networking. LinkedIn offers various features for companies, including company pages, job postings, sponsored content, and analytics tools to measure engagement and effectiveness. Your manager at LinkedIn requested from you to work on a project that will provide a complete BI solution to enhance the process of decision making in the company. As a Junior Data Analyst, you will be developing a:</p> <ol style="list-style-type: none"> 1. BI Application: Design a business intelligence application. This application should perform a specific task to support problem-solving or decision-making at an advanced level utilizing job posting provided dataset. Once your design is complete, customize this newly designed tool to ensure that it is user-friendly and has a functional interface. 2. Presentation includes the following: <ul style="list-style-type: none"> ◦ Determine what business intelligence is and what tools and techniques are associated with it (give examples from your BI application). 	

- Provide a critical review of your newly designed system in terms of how it meets a specific user or business requirement and identify what customization has been integrated into the design.
- Discuss how business intelligence tools can contribute to effective decision-making and conduct research to identify specific examples of organizations that have used business intelligence tools to enhance or improve operations.
- Discuss legal issues should be examined when leveraging business intelligence tools to ensure secure utilization.
- As a conclusion to the presentation, evaluate how organizations could use business intelligence to extend their target audience and make them more competitive within the market, taking security legislation into consideration.

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