

Background

You are a newly appointed accountant at "Hobart Ltd". You report directly to the CFO- Katrina Sink.

Your company has recently appointed a new CEO- James George. James is a young and dynamic leader who believes in innovation and creativity to solve problems and achieve goals. During the first meeting, you informed James that you are studying data analytics at the University of Tasmania, and he is highly keen to utilize your data analytics skills for analyzing company data. James believes proper utilization of company data can help in solving business problems and improve decision-making.

The new CEO has provided you with sales data segmented by customer, city , product, etc., as part of an initiative to identify and address a specific business problem the company is facing in the US market. Your role involves analyzing this data to uncover insights that could contribute to solving this problem. The CEO also requires a 5 mins recorded video having a summary of insights you observed while analyzing the data. You have received the email below from Katrina.

Your task:

Katrina Sink, the CFO and your immediate superior has tasked you with analyzing the provided sales data. You are to identify key questions that arise from the data which are relevant to the company's current business challenges. Based on these questions, you are expected to perform descriptive analyses and create visual representations of your findings.

Email from the CFO:

Dear [Your Name],

As you are aware, our new CEO is eager to apply data analytics in identifying and solving our current business challenges. In line with this, we have provided you with detailed sales data encompassing various dimensions, such as customer, city , and product categories, among others.

Given your recent immersion into our company's dynamics and your ongoing efforts to enhance your data analytics capabilities in the accounting field, I believe this task aligns perfectly with your current learning trajectory.

Here is what we need from you:

Identify Key Questions: Review the sales data to identify critical questions that can help us understand our business problem better. Think along the lines of customer behavior, product performance across regions/cities , or any patterns that could inform our strategy.

Descriptive Analysis: Utilize descriptive analytics to provide insights into the identified questions. This includes calculating relevant statistics like totals, averages, growth rates, etc.

Visualizations: Create visual representations of your analyses to facilitate easier understanding and interpretation. We expect to see the use of pivot tables, bar charts, and any other visual tools you deem necessary.

Report: Compile your findings, analyses, and visualizations into a comprehensive report. This report should not only answer the identified questions but also suggest how the insights could contribute to addressing our current business challenge.

Please submit your report by the 5th April (Friday) at 11:59 PM AEDT. Your insights will be invaluable in guiding our strategic discussions moving forward.

Should you need any clarification or additional data, feel free to reach out as soon as possible.

Warm Regards,

Katrina Sink CFO, Hobart Ltd

What you'll need to complete the assignment?

Files

The dataset necessary for the assignment is attached.

Software:

- 1- A word processor software such as Microsoft Word or Apple Pages for document preparation.
- 2- Spreadsheet software like Microsoft Excel or Apple Numbers for data analysis and manipulation.

Note: Make sure you have these software tools installed and ready for use before you begin the assignment.

Report to be submitted-

Your report to the CEO should effectively apply the principles of data analytics you have learned in the unit. Here are the key guidelines for preparing your report:

Executive Summary: The report should begin with a one-page executive summary.

Structure: Ensure that your report is well-structured, effectively communicates your analysis, and provides recommendations based on your findings. Don't forget to adhere to proper citation and referencing guidelines if you use external sources.

You must provide a reference list of the materials or sources you use for this assignment using the Harvard style of referencing. More information on the Harvard style of referencing is available at [UTAS Harvard \(libguides.com\)](http://utas.libguides.com)

Word Count: 2000 words max

Other Files for Submissions

While not directly marked, you are expected to upload your excel file(s) that were used in your analysis. The excel file must be uploaded in order for the word report to be graded.

If any of the files are missing, then the student's mark will be withheld. The files will also be checked to ensure that the student is the actual author of the files and that the data in the files matches the report. Any discrepancies will be thoroughly investigated and potentially could attract penalties.

The next page presents the rubric that will be used to grade the written report: