ANL201
Data Visualisation for Business

Group-based Assignment

January 2021 Presentation

GROUP-BASED ASSIGNMENT

This assignment is worth 20% of the final mark for ANL201 Data Visualisation for Business.

The cut-off date for this assignment is **3 March 2021, 2355hrs**.

This is a group-based assignment. You should form a group of **4 members** from your seminar group. Each group is required to upload a single report via your respective seminar group site in Canvas. Please elect a group leader. The responsibility of the group leader is to upload the report on behalf of the group. Those submitting individually will be given a 10 marks deduction.

You are required to include a list of references and relevant Tableau printouts as appendices at the end of your group's written report. You should review your materials in the textbook and Study Guide before you commence on this assignment. Where necessary, include other references you have sourced to complete this assignment.

In total, the written report should not exceed 15 typed written pages (Times New Roman, Font 12, 1.5 lines spacing) excluding Appendices. State your group members' names and student admission numbers on the cover page of your group's written report (please refer to Annex A). Name your written reports as "GBAX.doc" or "GBAX.docx", and your Tableau workbooks as "GBAX.twbx", where X denotes the GBA group number. For example, GBA1.doc is the written report submitted by GBA group 1 and GBA1.twbx is the Tableau workbook submitted by GBA group 1

It is important for each group member to contribute substantially to the final submitted work. All group members are equally responsible for the entire submitted assignment. If you feel that the work distribution is inequitable to either yourself or your group mates, please highlight this to your instructor as soon as possible. Your instructor will then investigate and decide on any action that needs to be taken. It is not necessary for all group members to be awarded the same mark.

Up to 25 marks of penalties will be imposed for inappropriate or poor paraphrasing. For serious cases, they will be investigated by the examination department. More information on effective paraphrasing strategies can be found on https://academicguides.waldenu.edu/writingcenter/evidence/paraphrase/effective.

Note to Students:

You are to include the following particulars in your submission: Course Code, Title of the GBA, SUSS PI No., Your Name, and Submission Date.

Question 1

Read the Microsoft 2019 Shareholder Letter, before working on the assignment. For more information on the company, please refer to Microsoft 2019 Annual Report which can be found at: https://www.microsoft.com/investor/reports/ar19/index.html.

(a)   Based on the strategic objectives and initiatives that have been discussed in the Shareholder Letter, evaluate how the strategic objectives and initiatives of each strategic theme can contribute to the four Balanced Scorecard Perspectives. Provide *two (2)* examples for each strategic theme using the format below. You may re-format the table when necessary.

Strategic Theme	Strategic Objective	Strategic Initiative	Balanced Scorecard Perspective	How the objective can be linked to the BSC perspective
Strategic Theme 1	xxx	xxx	xxx	xxx
Strategic Theme 1	xxx	xxx	xxx	xxx
Strategic Theme 2	xxx	xxx	xxx	xxx
Strategic Theme 2	xxx	xxx	xxx	xxx
…	…	…	…	…

(24 marks)

(b)   Imagine you have been tasked by the CEO of Microsoft to prepare presentation materials discussing Microsoft's annual performance. Based on the Balanced Scorecard Perspectives, suggest *two (2)* Business Performance Measures for each perspective and explain your choices. Describe how the Business Performance Measures would be collected or derived. For each Business Performance Measure, suggest a suitable chart. Discuss the reasons for your choices to illustrate the effectiveness of the chosen charts.

(24 marks)

(c)   Use Tableau to plot the *eight (8)* charts suggested in part (c), and provide a screenshot of each chart with a proper title. You will need to create your own datasets using the MS_2019_Annual_Report as a starting point but you can also obtain relevant data from other sources. Each chart should provide a good summary of the data.

(28 marks)

(d)   Using the information and answers from TMA Parts (a) to (c), and GBA Parts (b) to (d), construct a detailed Strategy Map to summarise Microsoft's strategy

(14 marks)

Store your worksheets in a single Tableau workbook file with extracted data named "GBAZ.twbx", where Z denotes the GBA group number. Please submit this workbook using the appropriate link on Canvas and be sure to submit the correct file when you upload the submissions.

Another 10 marks are allocated for your report writing in terms of clarity, flow and organisation of your answers. Make sure the different questions and parts are clearly labelled in your report. Your report should be self-contained with all relevant Tableau screenshots.

(10 marks)

---- END OF ASSIGNMENT ----