

ANL201
Data Visualisation for Business

Tutor-Marked Assignment

January 2021 Presentation

TUTOR-MARKED ASSIGNMENT (TMA)

This assignment is worth 18% of the final mark for [ANL201 Data Visualisation for Business](#)

The cut-off date for this assignment is **17 February 2021, 2355hrs**.

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 TMA, SUSS PI No., Your Name, and Submission Date.

Question 1

Read the Microsoft 2019 Shareholder Letter, before working on this assignment. Please also refer to Microsoft 2019 Annual Report (<https://www.microsoft.com/investor/reports/ar19/index.html>) for more information on the company.

- (a) Describe Microsoft's Mission statement. (5 marks)
- (b) Microsoft did not explicitly state their Vision statement. Based on the Shareholder Letter, discuss what Microsoft's vision was for 2020 in your opinion. (12 marks)
- (c) Explain Microsoft's strategic themes. Name the strategic themes and provide a brief description of each of the strategic theme. (20 marks)
- (d) What are some of the challenges that may be faced in each of the four stages of data visualisation process? Illustrate the answer with respect to the above case. (16 marks)
- (e) Identify at least **two (2)** interesting points from the data in Microsoft's 2019 Annual Report. For each interesting point you discovered, summarise the data in your report, and explain why you think this point is interesting; discuss whether this point is good or bad to the company, and make recommendations accordingly. (32 marks)

Another 15 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.

(15 marks)

---- END OF ASSIGNMENT ----