

**ANL201**

**Data Visualisation For Business** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Tutor-Marked Assignment**

**January 2021 Presentation**

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**1a)** Microsoft’s mission is to enable and drive everyone on this earth to realise their full potential - to be able to achieve more than they can ever imagine. They took it upon themselves to ensure that at every step of the way, emphasis is always on product functionality and efficiency, how it will benefit users and environment. Their solutions that they provide enables businesses and corporations, regardless of size or industry, to work more efficiently and effectively.

**1b)** Microsoft’s vision statement is to to be the one stop solution for all - to be a modern digital hub where everyone, including individuals and corporations, can all come together to use and exchange data. They help global companies build their own technology capabilities through the breakthrough of technology achieved by providing excellent services. They also aim to aid customers in their success through great partnership which will result in recurring revenue through contracts across a wide range of industries.

**1c)** Microsoft strategic themes are technology breakthrough and progress, trust, environmental and corporate social responsibility, and culture.

Technology and computing are the future. It is incorporated in almost every element in this current era. Microsoft is constantly searching for ways to innovate and to help their customers grow and transform. Placing emphasise on applications and infrastructure, they are constantly working in their current programs to serve their users better.

For technology breakthrough and progress, with computing and technology advancement now, the future of transformation of the system is unimaginable. Microsoft is attempting to acquire more intelligent system and upgrade them to tailor to each industry that Microsoft is working with. To help with small businesses and front-line employees, Microsoft developed an all-rounded software which has the capability to help individuals to increase productivity. Microsoft is also attempting to venture into other industries like gaming to increase its customers’ base. Microsoft is constantly searching for new intelligent systems to aid their partners in this ever-changing technological world.

For trust, while Microsoft is constantly increasing their customer base, it has created more pressure for them to maintain their relationship with their ever-growing users by providing confidence in the security of the system. In return, this allows Microsoft to create good partnership between them and its users. They have identified that Privacy and Cybersecurity are the two utmost important factors when it comes to building trusts with clients.

Privacy and data protection are extremely important now especially with rising scams everywhere. People need to be able to use a platform that they trust will not be able to divulge their confidential information or be easily hacked into by external vendors and have their information leaked.

Microsoft commits to this fully by ensuring that they set clear principles to be transparent with their practices and ensuring that they are constantly checking for any malware and phishing activities. In addition, which is a very important aspect in building trust, is the fact that they are constantly researching on what computers should do, how to build AI responsibly. As with all advantages of AI, there are still certain disadvantages to it that can be of concern. There must be a purpose and reason for the AI to be developed and used.

For environmental and corporate social responsibility, Microsoft aims to create a lasting future where everyone can reap the benefits of technology. Microsoft ensures that they commit to corporate social responsibility and environmental sustainability by building solutions that focuses on carbon reduction to protect the environment.

They aim to cut carbon emission by 30% by 2030, to ensure their centres are self-sustainable by using renewable energy, working together with clients to ensure they are also working towards a cleaner future. In addition, they are also reaching out globally to students and giving them the opportunity to grow and learn about computer science programs. They have also reached out to non-profit organisations to help them to be able to digitalise and transform - to allow them to benefit from the wonders of technology.

For culture, Microsoft believes that their success and strength comes from their pool of talented people. As such, they are willing to prioritise and focus on their employees’ wellbeing by providing superb employee benefits for them and their families.

They believe in listening to their employees’ feedbacks and suggestions and then innovating it reach out further to clients. They believe in giving everyone an opportunity by ensuring a diverse and inclusive culture workplace. Everyone plays a role in bringing success to Microsoft.

**1d)** Challenges faced in data collection and storage is that Microsoft might face is the amount of data that they have to collect and store. With a huge customer data base, Microsoft needs a large amount of effort to collect all their data. On top of that, they need a storage space huge enough to store all the data that they have collected, and the storage must be upgraded from time to time due to the rising users. Furthermore, Microsoft must pay extra attention to the security of the data as it can pose risk to an enterprise data regarding privacy and security.

Challenges faced in the pre-processing designed to transform the data into something we can understand is that Microsoft might have missing data due to different circumstances. With such a huge data base, it is common to have data missing completely at random. Other than that, data inconsistency is unavoidable as there are different stakeholders in-charge of different data.

Challenges faced in the display hardware and the graphics algorithms that produce an image on the screen

Challenges faced in the human perceptual and cognitive system is that everyone perceived data differently. It is impossible for everyone to understand the data in the same way even though the statistics are the same.

**1e)** In Microsoft, 38% of directors nominated for election at the annual director meeting and 50% of the board committee is chaired by women. Overall, more than half of their committee represent gender or ethnic diversity.

In the past, having gender and ethnic diversity might hinder the growth of the company in terms of working culture and mindset. Especially for gender, most of the high-ranking employees were occupied by male due to the gender biasness and discrimination in the past. Ethnic diversity also has its own set of challenges as it creates a tense environment in the office which is not suitable for employees to work in.

Gender and ethnic diversity are important for the company as it increases access to talent and enhance the problem-solving ability due to the different perspective provided by the diversified community. Serving diverse customer base also becomes easy with gender diversity. Apart, from performance-oriented benefits of gender diversity, it also promotes a healthy work culture that helped to reduce employee turnover rate.

Another interesting point is that Microsoft understand the issue that the world is currently facing and recognised that they could make the world a better place by committing to ensure a low-carbon future. They make use of its position as a global technology company to accelerate digital transformations that lead to a Low-carbon future.