

**ANL201**

**Data Visualisation for Business**

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**Tutor-Marked Assignment**

**January 2021 Presentation**

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## Question 1

(a)

Microsoft Mission statement in to empower all companies and people in the world to reach higher goals (Nadella, 2019). This can be achieved by Microsoft making a significant impact on all countries by opening opportunities and desiring growth (Levy, 2017).

(b)

Microsoft vision for 2020 was to help companies all over the earth understand their full potential (Comparably, n.d.). This can be seen by their mission to create technology that has a positive impact on businesses, people, and the planet. By having this, they hope that people will reach higher to meet their goals (Nadella, 2019).

This is done by incorporating their software into companies to make them more effective and efficient. In return, it hopes to improve education, healthcare, and open opportunities for people to be creative (Nadella, 2019).

(c)

1. The first strategic theme is to empower Microsoft customers by investing and assisting them to become a digital business (Nadella, 2019).

This is done in many areas. One of them is data and artificial intelligence. This is done using Microsoft Azure. The cloud service can be used as a tool to help companies with machine learning and training. Another area is through building a modern workplace. Microsoft 365 will help businesses to transform and be more productive by having a better system of communication and collaboration (Nadella, 2019).

1. The second strategic theme is building trust with customers by being responsible (Nadella, 2019).

This is also done in many areas. One of them is privacy. By understanding that customers data are theirs, Microsoft focuses on ensuring that their privacy practices are transparent and to always manage the data that they store and use it responsibly. Another is cybersecurity. By providing end-to-end security of all their software, Microsoft has started to combat cyber threats and promote a safe digital world (Nadella, 2019).

1. The third strategic theme is to have a sustainable future by focusing on the environment and social progress (Nadella, 2019).

To be environmentally responsible, Microsoft has taken a big step in reducing carbon emissions. Their goal is to reduce seventy-five percent emissions by 2030. This is done by making their products such as Xbox consoles carbon neutral. To be socially responsible, they have worked with organizations to help minorities and females acquire digital skills. This is done through them funding Code.org which teaches programming in schools (Nadella, 2019).

1. The fourth strategic theme is to build a strong culture by ensuring their employees are well taken care of (Nadella, 2019).

This is done by having a diverse workplace and one where all employees can do their job the best. They also focus on the overall well-being of their employees by having paid vacation and leave (Nadella, 2019).

(d)

1. Collection and storing of Data – The amount of data which Microsoft is collecting will increase steadily over the next few years. To obtain 50 billion connected devices by 2030 and having the ability to hold limitless amount of data from customers, customer’s privacy will need to be accounted for (Tay, 2021).

This fear of customer’s losing data is tackled in Microsoft by ensuring that all their products are manufactured with privacy from the beginning. Microsoft also pledged to make their privacy practices transparent, and by always managing the data collected responsibly (Nadella, 2019).

1. Pre-processing the Data – As Microsoft is a global company, they tend to collect data from customers with different geographic and cultural backgrounds, making the data unfiltered (Tay, 2021).

To help organize the data, Microsoft has invested in datacenters and infrastructure to help manage the data. The datacenters will aggregate all the data and uses computing, network, and storage resources to make sense of it (Nadella, 2019).

1. Graphics Engine – Once this data is organized, it is still not easy for employees and customers to understand the data (Tay, 2021).

To resolve this issue, as a competitive advantage, Microsoft has the technology to convert data into artificial intelligence (AI). They are now in the process of transforming AI from research to apply it to their products (Nadella, 2019).

1. Human Visual and Cognitive Processing – The data that is displayed may still be generic and not personalized to every user (Tay, 2021).

To make it more personalized, Microsoft has put customers at the center of the experience, allowing them to work with technology and AI in more engaging ways. An example would be Cortana, a voice-activated AI interface in windows 10. This enables a more personalized experience for the customer (Nadella, 2019).

(e)

1. Microsoft products and services have spread to a large variety of areas. Besides the traditional Office package which includes commercial and consumer use, Microsoft has ventured to other areas such as LinkedIn and Dynamic business solutions (Nadella, 2019).

For LinkedIn, Microsoft has opened a platform where professionals can network with others on the internet. It has allowed organizations to improve the way they hire and sell their services. The revenue collected by LinkedIn is affected by the demand of customers for the use of their premium subscriptions and through sponsored content (Nadella, 2019).

For dynamic business solution, Microsoft has provided solutions for business functions such as supply chain management and financial management for Small and medium-sized enterprises. The revenue collected is based on the number of licensed users, which is increasing (Nadella, 2019).

However, with the venture to other areas, Microsoft has increased its competitors. LinkedIn is competing with large companies which specifically focuses on recruiting and talent management. Dynamic business solution is competing with other well-known solutions such as SAP (Nadella, 2019).

This can both be good and bad for Microsoft. It is good as it allows Microsoft to be diverse in other areas beside Office. However, if they stop striving for innovation, these services such as LinkedIn and Dynamic may get eaten up by more well-known software and solutions.

1. Microsoft intelligent cloud services have helped many professional be more efficient and productive (Nadella, 2019).

Their server products have made those in IT more efficient by providing support application software with business intelligence and virtualization. They are also specialized tools for software developers (Nadella, 2019).

Enterprise services have helped customers to manage and develop solutions and provide training and certifications on these products (Nadella, 2019).

Even though Microsoft has more competitors in this aspect, they are confident that their solutions will provide them with an advantage in performance and security (Nadella, 2019).

The cloud and Enterprise services can be bad for Microsoft due to the power of their competitors. However, the ability to uniquely fit the software to the customer needs has given them an advantage as now customers feel that the software used by them is more personalized.

1. Microsoft has also ventured into personal computing by introducing search engines such as Bing (Nadella, 2019).

This is done as another means to understand the customer better by understanding their needs and providing relevant information based on it (Nadella, 2019).

However, they are faced with major competitors such as Google and Facebook (Nadella, 2019).

This may be bad for Microsoft as they may get a poor response from customers since Google and Facebook are more prominent. However, it could have been done as a way for Microsoft to help understand their customer base better.

# References

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