

**ANL201**

**Data Visualisation for Business**

**Tutor-Marked Assignment**

**January 2021 Presentation**

**Submitted by:**

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**(a)**

Microsoft’s Mission statement shows that the main objective of the company is to accommodate everyone so as to support them with daily necessities. With the technology advancement in this era, Microsoft uses this as a leverage to expand and aims to contribute to every individuals’ success.

Today, most organisations use Microsoft functions such as ‘mail merge’ or data entry for daily operations. This will in fact help processes to run smoothly and quickly. Additionally, Microsoft is beneficial if not all, most individuals, be it in working life or in studies. Therefore, Microsoft will keep on evolving and improving to ensure customers’ needs for growth are met.

**(b)**

Most of Microsoft plans are long term in duration and requires a lot of quality checks and planning. However, the tech giant has a number of short term and recurring plans that in this case, would act as a vision for the company.

Firstly, when talking about technological advancement, Microsoft experienced a huge growth in users for GitHub, a programme created by Microsoft and is mostly used by developers and large companies all over the world. Although it is a successful launch, Microsoft is moving forward and have since decided to invest in building relevant programming tools to adhere to developers’ needs.

Next, Microsoft invested in business applications for organizations and encourages bridging between the physical and digital worlds in mixed-reality cloud. A successful example of this would be the Dynamics 365 and new Azure mixed-reality services, where it enables organizations to digitalize physical spaces and interact with their first line employees in the right context of their work. Thus, Microsoft are innovating for enhancement version of two engaging business applications, LinkedIn and Microsoft Graphs, which explains the invention of Dynamics 365 and Microsoft 365. Microsoft is infusing Artificial Intelligence (AI) across Microsoft 365 to create a better version for organizations which will be automated, predicted and capable – a user friendly application.

Lastly, Microsoft is working towards environmental and corporate social responsibility. They are maintaining their carbon-reduction operations since 2012, worldwide. Apart from ensuring that their datacenters are among the most sustainable, the tech giant had plans to build these sustainable datacenters powered from 100% renewable energy with zero waste operations.

**(c)**

Strategic themes are used to support a company’s vision. If they succeed in accomplishing the strategics, they will have a higher chance to achieve their vision. Microsoft’s **main vision is to help people and businesses throughout the world realize their full potential**. With this, they would need four strategic themes.

**Technology breakthroughs and progress**

With technology breakthroughs and progress, Microsoft will be able to enter different type of markets and this will help with the growth of the company. When a company is able to provide a variety of services, customers will able to depend on one instead of outsourcing others for their needs. Not only that Microsoft have provided services for Modern Workplace, but the also manage to breakthrough several other markets such as Data and AI, Applications and Infrastructure, Business Applications and Gaming. These are stepping stones for Microsoft. They will be able to produce more for the upcoming future.

**Trust**

Microsoft needs to keep a good relationship with customers in order to gain their trust. When there is trust in the product, customers will slowly build up their own confidence with Microsoft which will be beneficial in many ways. Microsoft sustain the trust of their customers mainly by ensuring privacy and cybersecurity. All personal information will not be shared and any information being send from one to another user will be safely secured. Additionally, Microsoft provide AI robot whereby users will be able to communicate with it and ask questions to clear their doubts immediately

**Environmental and corporate social responsibility**

Global environmental issues is a huge crisis around the world is too hard for a single company to act on it alone. Microsoft is doing their part in this situation but they would need to work with other companies to tackle the issues. Primarily, Microsoft is focus on reducing the carbon usage around the world. They are trying to expedite the process with the technology they currently possess. By doing so, Microsoft is ensuring a safer and a cleaner world for everyone.

**Culture**

Regardless of their current success and their reputation as good service provider, Microsoft needs to maintain a healthy working culture in their company. They would need to sustain their employees trust to ensure proper work is done. For example, they have a diversity of employees which ensure there is no any race or gender bias in the company. This enables smooth communication between employees and customers around the world.

**(d)**

**Data Collection and Storage**

As Microsoft is well-known and probably most organisation around the world uses its software, the amount of data collection will be huge. Thus, Microsoft will need a larger storage to store all those data. Furthermore, when there is higher amount of data, the chances of getting errors will increase as the data may be inaccurate.

**Data Pre-processing**

A slight error of a data may cause the whole process to be faulty. Occasionally, customer may miss out certain data and carry on with their work till the end only to realise they have errors along the way. Microsoft would need to be able to detect the errors and mend it immediately.

**Graphics Engine**

Microsoft is used on different types of platform. It can be use on computers, tablets and even on mobile phones. There is also different brands for each device, meaning to have different types of program. One type of algorithms may not suit them all therefore Microsoft would need to produce a variations of algorithm to ensure the software is suitable for all.

**Human Visual and Cognitive Processing**

Different people will have different levels of understanding. Some will understand only the basics of Microsoft while others will be able to use the advance features of the software. If there is only one type of features, people may have a different perceptive towards it. Therefore, Microsoft will have a hard time trying to design the software to be suited for everyone.

**(e)**

Based on the financial highlights of Microsoft’s 2019 Annual Report, Microsoft have shown a tremendous growth in revenue through out the past five years. This could potentially be because of the boost in sales derived from the innovative invention of products launched throughout the years. As a reputable organisation, Microsoft have a loyal consumer base which could be one of the reasons in the rapid improvement for their revenue figures year end. Microsoft experienced a downfall in the gross margin in comparison to that of last year’s in 2016, but gradually picks up and improved subsequently. Moreover, Microsoft’s financial highlights’ net income in 2019 shows that it has doubled the figure from 2018’s net income. In terms of the total assets owned by the organisation, it has made progressive development and has never experienced a downfall throughout the years.

This is interesting as although Microsoft is facing competition against big tech giants like Google, Apple, Amazon, it still managed to sustain its financial growth. Launching a new product is hard because it is not predictable to ensure its success but this does not stop Microsoft from executing its plans and taking risks at the same time. However, the action taken is good for the company as it shows the confidence of Microsoft.

Microsoft should focus on customer retention apart from introducing new products. This is because having a loyal customer base will lead to unintentional influence in buying behaviour. A recommendation for Microsoft would be to include customers response and feedback for their next product. This will cause the customer to feel inclusive and will also extend their loyalty to Microsoft.

**Reference**

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