

**ANL201\_Jan21\_T02**

**Visualisation for Business**

# **Tutor-Marked Assignment**

**January 2021 Presentation**

**Submitted by:**

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**Tutorial Group: ­­­­­­­­­­­­ T03**

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# Question 1

Staya Nadella (2019), “To empower every person and every organization on the planet to achieve more” was the mission statement given by Chief Executive Officer of Microsoft in 2019. In this statement, Microsoft’s goals for its utility as a company by enabling digital transformation, to create empowerment for people in forms of their product and revenue. Where the market is not limited, but for every individual and organization on the planet to achieve more and surpass their current capabilities.

In my opinion, Microsoft’s vision for 2020 is to “help people and businesses realize their full potential” engage the way individuals and organizations interact with their technology by enhancing in these areas:

**Application and Infrastructure**, investing in crucial tools needed for operations (Data centres & Cloud databases) and opening avenues for enhancement in development (GitHub).

**Data and AI (Artificial Intelligence)**, enhancement of cloud and analytics platform Azure to offer a more comprehensive cloud analytics platform.

**Business application**, to allow organizations to create a feedback loop to bridge upon physical and digital applications to optimize business process outcomes by linking data from one system to another, this enables business to function AI-first. (Dynamic 365). To provide a platform for users to build workflow or apps with its user-friendly interface to bring codes together for data and business intelligence. (Power BI, PowerApps, and flows)

**Modern Workplace,** a suite of applications to help build communication upon all individuals whether personal or organisational based. By introducing AI, to improve capabilities of everyone. This would also allow linkage of all devices from PC to mobile. Analytics ability in each system to allow data to help people work more efficiently.  (Microsoft 365)

**Gaming,** to create cloud-based gaming streaming technology for users to enjoy games on all devices, console or mobile.

Strategic themes are built upon a mission to empower every people and organisation on the planet to achieve more. Business growth, Customer Trust, Sustainability,

**Business growth** of Microsoft to increase its capacity as a company to increase through it’s technological breakthroughs and process ,AI technology is incorporated in every new product in Microsoft to reinvent productivity and business process with the inclusion of cloud and AI technology to provide a more personal computing experience. This helps to transform to a more modern, less modular business approach on how people communicate, work and play.

**Customer trust** to build customer’s confidence in Microsoft but basing upon 3 pillars, privacy , cybersecurity and responsible AI. to ensure that privacy and data protection is protected and Microsoft will only work upon the principals that are agreed upon in privacy practices that is transparent to the customers and to ensure that privacy is controlled as they are deserved. Cybersecurity to protect the customers from threats of the internet. To promote a safe and secure digital world. Last a AI responsibly. An AI for good initiative, that consist of a “socially responsible” use of AI, for the earth, the people and for the culture.

**Sustainability (Humanitarian)** to be environmentally and corporate socially responsible. To ensure a sustainable future, to work with Public Policy Committee that work together to ensure that operations is both environmentally and socially responsible. Ensuring of carbon footprints to be kept within targeted range. Along with building a business that is sustainable targeting to be powered by reusable energy.

Donating into affordable housing for the community.

**Cultural**

Empowering young people with digital skills for the future, with no gender indifference.

Increase of number of women in decision making roles, to ensure equality in board members. Ensuring the wellbeing of the employees by looking after their well being and family. Closing the gap between customers by innovating and understanding their needs.

In the first stage of Data Collection and storage, the issues faced are during the collection of data from the annual report. There are only consolidated numbers on the report, therefore not a clear image of the breakdown would be presented in the report during the collection of data. Percentage that are stated on the tables are used only in comparison to the previous fiscal year. Also, if the data from the previous year are not collected. The data might turn out to be unusable. The breakdown of the annual report. For example, the annex that contains all the break downs of all consolidated numbers are not provided in this annual report. The reporting might be different if the account changes.

Also, the reporting is only done quarterly, therefore the numbers will only be gathered quarterly.

In the second stage, Data Pre-processing, also known as the transformation of data,

The issue that would most likely be faced would be of the insufficient information that would be provided in the Exclusion and Inclusion remarks that are explained below the table. Just transforming the table according to the tables would not give an accurate judgement of the progress of the company. As it plays a significant role in explaining the inclusions that were accounted for in the fiscal year. Therefore, only an overall judgement would be able for use.

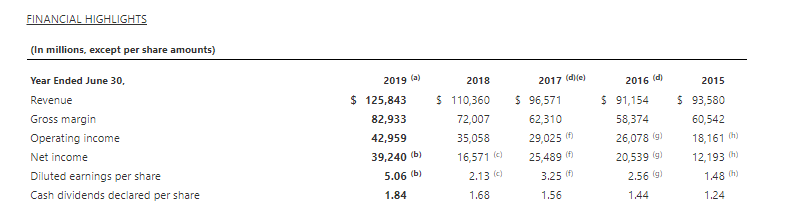
As reflected in the financial highlights, the acquisition of GitHub is included in the 2019 financial report numbers.

In the third physiographic engine would be ensuring that the hardware is sufficient to process the graphic algorithm that would be needed in the calculation of events needed to produce a well though out sensory representation that can be visualised onto a screen.

The last stage is human visual and cognitive processing, too much information to be presented therefore it would end up as an arbitrary representation. As financial reports would need to be formally understood by its standard terms and a form of understanding would be needed to understand the value of the representation. Net income would a cost to the company rather than a gain, income is usually associated with input rather than output.

Due to the semiotics, they might be arbitrary representations that can't be understood without training, all representation of the visualisation has to be sensory and would be able to process

From that data, there was a high diluted earnings per share in 2019, according to the financial highlight, it is seen in the earnings per share at a raise of 2.13 to 5.06 and the net income from 16.571 billion to 39.24 billion. This is due to a 2.6 billion net income tax benefit that is related to intangible property transfer and Enactment of the Tax Cuts and Jobs Act (TCJA) and earning taxed at lower rates in foreign jurisdiction. As a corporate movement of diverging their business overseas, they manage to double their net income and Earning Per Share. It is seen that the company is progressing increasing its size by the increase in revenue, gross margin, operating income. Therefore, recommending it as a good to the company as it is expanding in business gradually.



Taken from Microsoft Annual report 2019

The second interesting point is in the summary of the operation cost of the company. There was a consistent 14%-20% growth in revenue, gross margin, operating income. But there was an unprecedented increase in net income of 137% though there was a decline from 2017 to 2018 of 35%. The Company has invested more money into R&D of their products it is seen in the key changes in expense of increased 4.6 billion in commercial cloud, surface and gaming. Research and development of $2.2billion of investment in AI and cloud, gaming, LinkedIn and GitHub. This shows that the company is expanding in a progressive stage which is a good sign as the company has the cash flow to continue to expend in business.