Analytics & Business Intelligence

Module Code: COM517

Portfolio: Critical Report for Weekly Tasks & Personal Learning Records

Assessment Number: AE1 (Resit)

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Introduction

This report explains what I learned each week in the Analytics and Business Intelligence module. Each week we did a different task, and I describe what the task was, how I did it, and what I learned from it. The aim of this report is to show how my understanding improved as the module went on.

During the term, we looked at topics like organisation theories, numbers and patterns, types of data, data science jobs, and how to use simple tools for analysing and showing data. By doing the weekly tasks, I began to see how data is used in real life and why it is important in business. These activities also helped me build confidence when working with information and creating basic charts or reports.

Overall, this report shows my learning journey through the module and how the tasks helped me understand the main ideas of analytics and business intelligence.

WEEK 1 – Organisation Theories and Concepts

Topic   **Overview**
In Week 1, we learned about different organisation theories and how they explain the way businesses and other organisations work. Some of the ideas included things like hierarchy, structure, communication, and how tasks are shared between people. These theories help us understand why organisations are designed in certain ways and how they manage people and processes.

What   the   Task   Asked   Me   to   Do
The task for this week asked me to look at a few organisation theories and explain how they could be used in real situations. I needed to think about what each theory focuses on and match it to an example of an organisation or workplace.

How   I   Completed   the   Task
 To complete the work, I read through the notes and slides on SOL and made short summaries of each theory. Then I thought about real-life places I know, such as schools, shops, or companies, and chose examples where a specific theory made sense. This helped me connect the ideas to something familiar.

What   I   Learned
From this week, I learned that organisations do not all work the same way. Each theory has strengths depending on what the organisation needs, such as clear rules, teamwork, or flexibility.

Understanding these ideas helped me see how structure affects decision-making and communication.

Real-World **Link**

This is useful in real life because almost every workplace uses some form of organisational structure. Knowing these theories helps explain why some companies run smoothly while others struggle with communication or management.

WEEK 2 – Numbers, Patterns and Word Problems

In Week 2, we focused on numbers, sequences and word problems, and how patterns can help us understand information. The task asked me to solve different number problems, including spotting patterns in sequences and working through word problems step by step. To complete the work, I looked at examples from the lesson and tried to identify the rule behind each sequence, such as adding, multiplying or using the previous numbers to find the next one. For the word problems, I broke the question down and chose the operation that made the most sense. This week helped me build more confidence with problem-solving because I learned that patterns can be used to make predictions and explain changes. It also showed me that taking my time to understand the question makes word problems easier. I realised that these skills are useful in real life, especially in areas like budgeting, finance, planning and business forecasting.

WEEK 3 – Organisational Data and Consumption

In Week 3, we learned about organisational data and how different types of information are used inside businesses. The task asked me to look at examples of data such as customer records, sales figures and staff details, and explain how organisations use this information. I used the notes on SOL to understand the different categories of data and the data pyramid. Completing the task helped me see how companies rely on data for planning, reporting and making decisions. I also learned why good data management is important for keeping information accurate and useful.