



32558 Business Intelligence

School of Systems, Management & Leadership

Faculty of Engineering and IT

Assignment 2: BI Implementation

B Business I Intelligence

Overview of Assignment 2

This time, you will choose a dataset that is related to your topic from various data sources (e.g. Kaggle.com; data.gov.au; abs.gov.au; GitHub Open-data etc.) and explain why you have picked the particular data set. Based on your problem definition, you will profile data and make a data dictionary. You will choose other relevant data (external) to create some useful insights to solve the problem. Out of several BI tools available, you will compare features of at least 3 and choose one of them to create visualisations for the meaningful insights. The Interpretation of those visualisations is important. Discuss other alternative visualisations to enhance the insights and help making better decisions as a solution to the problem.

DATASOURCE: Kaggle.com; data.gov.au; abs.gov.au; GitHub Open-data and others (if others, show to teaching staff before going ahead).

Specification:

Weight: 30%

Length: 1200 – 2000 words

Type: Individual

Submission: Online via Turnitin (inside Assessment folder)

Late Submission: 10% per day for a maximum delay of 5 working days

Due: 11:59 PM, Friday, 21st September 2018

Tasks for Assignment 2 and Marking Guide:

Tasks	Descriptions	Remarks	Marks (%)	/30
1	Choose a data set and describe what you want to explore from it (insights). (word limit range/guideline: 200 - 300)	Clarity Specificity	15	4.5
2	Describe what problem would be solved from the insight. (word limit range/guideline: 100 - 200)	Clarity	5	1.5
3	Provide data descriptions or data dictionary (word limit range/guideline: 100 - 200)	Appropriateness	5	1.5
4	Find out what other data set(s) can be integrated to create insights and explain why it would be good to combine them (word limit range/guideline: 100 - 200)	Suitability	10	3
5	Discuss multiple BI tools that help to create insights and support decisions. Provide a comparative analysis of those tools (at least 3 different tools) (word limit range/guideline: 200 - 300)	Depth Understanding	10	3
6	Choose at least one BI tool and create visualisations of the insights (refer to the first task) (word limit range/guideline: 200 - 300)	Depth Clarity	30	9
7	Interpret the visualisation charts and explain how the chart helps the organisation/industry (word limit range/guideline: 200 - 300)	Clarity	15	4.5
8	Discover other alternative visualisations that can help to enhance the insights. (word limit range/guideline: 100 - 200)	Rigour	10	3
Total			100	30

Note: Table or Diagrams or pictures are not counted towards the word limit.

UTS Marking Schema	
HD	Work of outstanding quality on all objectives
D	Work of superior quality on all objectives
C	Work of good quality showing more than satisfactory achievement on all objectives
P	Work showing a satisfactory achievement on all objectives
X	Work showing an unsatisfactory achievement on one or more objectives