Course 1: Data fundamentals Assessment Brief

ASSESSMENT OVERVIEW		
Assessment task	**Description**	**Due Date**
1	Weekly online quizzes	Friday of each week by 4pm
2	Project: Data analysis, insights and visualisation PowerPoint presentation	Friday 8 September by 4pm

ASSESSMENT 1 - TASK DESCRIPTION

Weekly online quiz
Time required: 1 hour (x 3)
Delivery mode: Online in Canvas

Your understanding of each week's content will be assessed by an online quiz of 30 multiple-choice questions.

This is an **individual assessment**.

INSTRUCTIONS
The weekly quiz will be completed online via Canvas. You will have 1 hour to complete all the questions once you begin the quiz, so make sure you don't start unless you have a full hour available. Each weekly quiz must be completed by 4pm Friday of Weeks 1-3. To pass the course, you must achieve a minimum score of 70% in each quiz.

ASSESSMENT 2 – PROJECT TASK DESCRIPTION

Data analysis and visualisation
Delivery mode: Online PowerPoint slide deck

This assessment requires you to download the "Call Centre" files and use Microsoft Excel to analyse the data and generate insights about the key trends and observations. You should summarise your insights and visualisations in a PowerPoint slide deck. (5 slide maximum)

This is an **individual assessment**.

INSTRUCTIONS

Purpose: To highlight the key insights from the call centre.
Audience: Business managers (non-technical audience, not familiar with data analytics).
Procedure:

1. Download 2 Excel files
   C1_Assessment project_Call centre dataset.csv
   C1_Assessment project_Glossary of terms.csv
2. Open the Call Centre data set file and click the **Analyse Data** button on the top right-hand corner of Excel. You will see a range of different visuals of this dataset.
3. Select the **two** charts that best support your analysis from those available
4. Click the **+Insert** button of each of the charts you select. This will embed them into the main excel sheet.
5. Copy and paste each chart onto a separate PowerPoint slide.

Analyse the charts and data to draw insights and summarise your findings. You should address the following questions:

   o   What was your rationale for your chart selection?
   o   What do the charts reveal about the data?
   o   What are the selected charts telling you about the call centre?
   o   What key insights can you draw from the charts? These might include the issues/problems/challenges that the call centre is experiencing and their impact on the business.
   o   Are there any outliers to the data?

Format: Your Slide deck should use the following format (5 slide maximum)

   o   Slide1: Title Slide
   o   Slide 2: Insert Chart 1
   o   Slide 3: Insert Chart 2
   o   Slide 4: responses to the 4 questions above. (You can add 1 additional slide if required for your insights.)

Marking: You must receive a PASS mark or above in all criteria for your project to pass this course. You will be marked using the criteria below.

ASSESSMENT 2 MARKING CRITERIA	Did not pass (0 points)	Pass (1 point)	Credit (2 points)	Distinction (3 points)
Appropriate selections of chart/rationale	Does not clearly identify why charts were selected and does not convey how the decisions relate to the data.	Provides meaningful rationale for chart selection and adds value to decision making	Provides meaningful rationale for chart selection and articulates how the decisions relate to the data.	Provides meaningful rationale for chart selection with examples for non-selection options and articulates how the decisions relate to the data.
Quality of Interpretations	Interpretation of results are inaccurate, and/or not relevant or meaningful in the business context.	Interpretation of some results are documented accurately that are somewhat meaningful in the business context.	Interpretation of all results are documented accurately and are meaningful in the business context.	Interpretation of all results are documented accurately and thoroughly and are very relevant and meaningful in the business context.
Quality of insights	Demonstrates no insights based on the results of the analysis.	Demonstrates limited insights based on the analysis, and may not provide management with potential next steps.	Demonstrates satisfactory insights based on the results of the analysis, and has potential to provide management with potential next steps	Demonstrates excellent insights based on the results of the data analysis, and can lead management to make potential decisions.