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Unit: INMT5526 Business Intelligence

Date: 02/09/2021

Individual Assignment: Data Literacy and BI Tools with 2016 Australian Census Data

Introduction

Businesses are starting to concern beyond profiting that products and services are producing and acknowledging social problems, such as gender inequality. Therefore, companies' actions can be critical to decrease the gap between gender (Sachs, 2012, as cited in Torres et al., 2018, p. 33). Moreover, measures can impact companies' profit through the public image that leads to new customers.

Australian females have less income than males, even though more than 50% of the Australian population is female (Australian Bureau of Statistics, 2016). The financial situation impacts, for instance, females' health, empowerment, and labour.

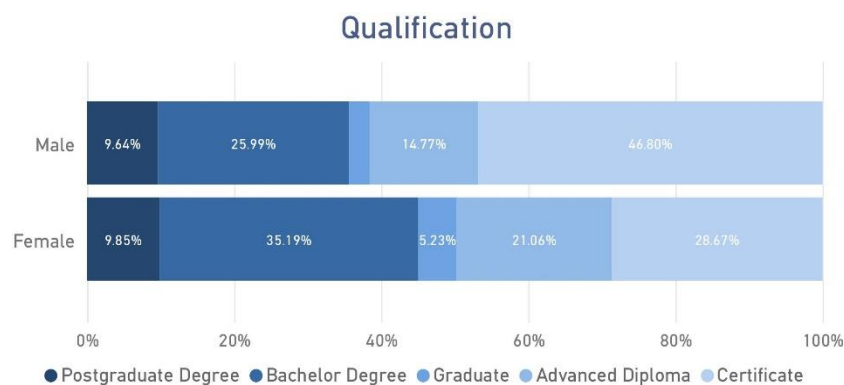
Companies' development is also impacted by gender inequality. Firstly, the labour force is reduced because many females are not working due to the necessity of doing unpaid work, such as childcare. Secondly, the capacity to buy products and services for this field is limited.

This report will illustrate problems that emphasize gender inequality and possible characteristics that companies can explore to implement solutions. The dashboard presents different aspects that can provide this information, according to 2016 CENSUS.

Key findings

The inequality of gender can be examined in different aspects. For example, in the dashboard, it is possible to observe that Australia is composed of most females in almost all states. That represents a considerable parcel of the population that could be actively contributing to the economy.

The level of qualification could be a factor that impacts the financial situation since there is a demand for highly skilled employees (de Laine et al., 2001, p.9). In the dashboard, it is possible to examine those females hold more high level of education than males. For example, females represent more than 35% of people with bachelor's degrees and 21% advanced diplomas. On the other hand, males are a majority only in Certificates.



Even though females represent the majority with high education that is possible to observe that females represent almost 60% (1066605) of the population with no or negative income, in comparison, males retain more than 62% (402432) of those who receive between \$1750 and \$1999 per week. This gap is also present in the following range, with more than 75% (448431) of males that receive \$3000 or more per week. Skilled occupations are mostly occupied by men (de Laine et al., 2001, p.8).



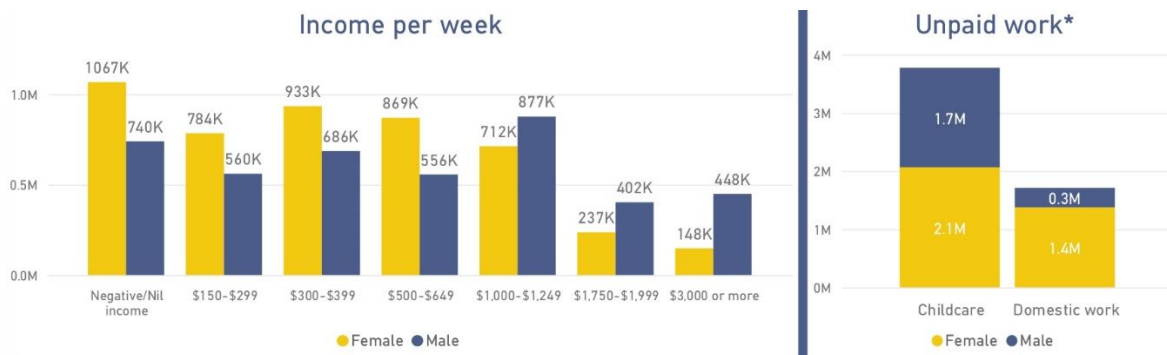
Instructions

The dashboard contains information about the Australian population in 2016 divided by gender. The graphs illustrate the income per week, unpaid work, employment status, population and percentage of females and males.

The dashboard is divided into four sections: filters, financial implications, population summary, and aspects. In addition, it was sectorized to guide the understanding of the dashboard.

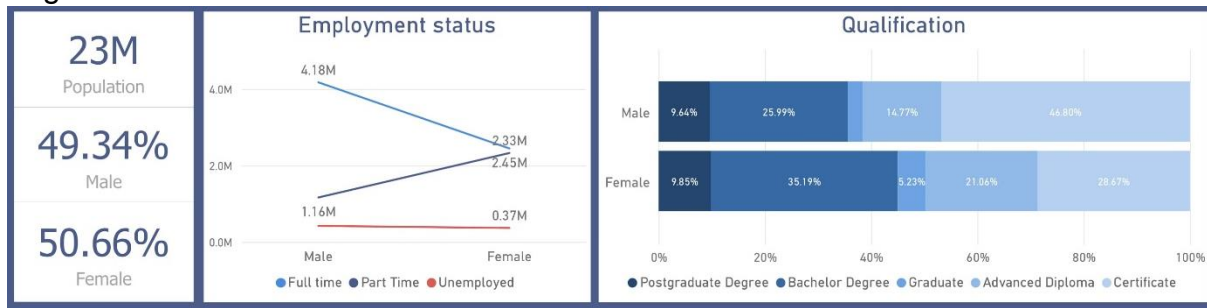
In the section about financial implications, the first graph contains income that is received per week in seven payment ranges. The first range is negative or nil income which, as mentioned, is composed of females mainly. Furthermore, females occupy the majority in all range groups with payments no more than \$649 per week, demonstrating that males represent the large share of the highest-paid positions.

The following bar chart contains information about unpaid care. The first column represents childcare care given to own child and the second one the number of people who work 30 hours or more in unpaid domestic work. This figure was chosen because it represents an equivalent workload of part-time work. Therefore, it is possible to conclude that females realize more unpaid care than males, which could be why females are the majority in negative/nil income.



There is also a summary of the Australian population and the percentage of females and males. The second section demonstrates aspects that could impact in financial situation. The first chart shows the total of people that work full-time, part-time or is unemployed. Although more males are unemployed than females, males retain almost double of full-time contracts. The following chart is about qualifications where it is possible to observe the percentage of females and males in each level of education. In Australia, less than 50% of the population has a high level of education, such as a postgraduate or bachelor's

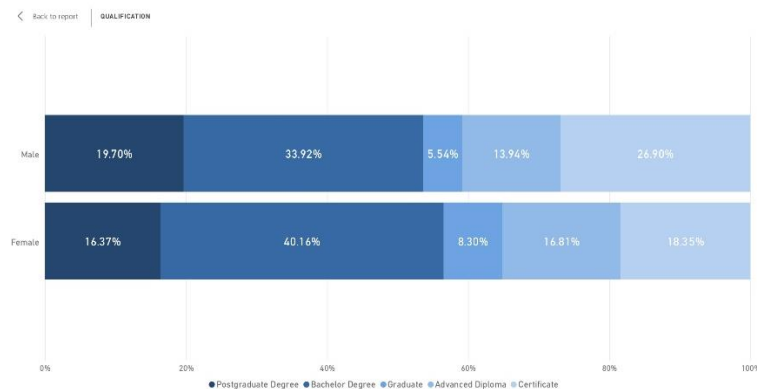
degree.



The filter section has two options: state and sex. This recurse possibility to realize a more concentrated survey in some region of Australia. It is possible to identify, for instance, states that have a smaller gap in income between gender or the inequality of unpaid work realized by females and males.



Similarly, selecting Australia Capital Territory and focus on qualification is possible to examine the level of qualification only for those who live in this state. The image shows that more than 50% of the population has a postgraduate or bachelor's degree.



Conclusion

There is possible to identify one limitation due to the kind of information used to develop the dashboard. For instance, companies could have an opportunity to implement spaces for childcare inside of the build that could attract more female employees. However, it is impossible to determine if these specific females who spend time at the home take of children are looking for a job opportunity or qualifications.

In conclusion, business corporations must address social issues, not only for the direct benefits but also for the broad impact on society. For example, gender equality would be ideal for increasing the well-being of the Australian population. Also, this creates an opportunity for strategies that aim to reduce the gap and increase the number of women employed and the amount received per week, resulting in an expansion of the consumer market for products and services.

References

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