



Assignment Remit

Programme Title	BSc Accounting				
Module Title	Business Analytics				
Module Code	07 34272				
Assignment Title	Individual data project				
Level	Н				
Weighting	75%				
Lecturers	Rob Fleming, Tim Mason, Idlan Zakaria, Dinisa				
Hand Out Date	28/02/2023				
Due Date & Time	09/05/2023 12pm				
Feedback Post Date	31/05/2023				
Assignment Format	Other				
Assignment Length	Assignment Length 1000 Words Dus data visualisat Onsy 210 Lel 10				
Submission Format	Online	individual			

Assignment:

https://tutorcs.com

This assignment is based on the visualisation of data for different purposes. The data you will use for the assignment can be found here https://github.com/owid/co2-data it is data on global carbon emissions compiled by Qur World in Data https://curworldingata.org/ (a non-profit organisation who compile open data sets on a wide range of social. Environmental and political issues). In the assignment you can focus on this data but we encourage you strongly to investigate other sources of relevant and reliable data that could be used alongside and combined with this data set.

You will use Tableau Public (or Tableau Desktop files saved to Tableau Public's web site) for this task. You should already have a copy of this software that you will use in classes during the module.

The task is to use the 'Our World in Data' data set, and any other data sources you have chosen, to compile two visual representations of the data.

- 1. The first visualisation should be suitable for the web pages of an international news organisation and should convey information about global carbon emissions to the general public.
- 2. The second visualisation should be a report to the directors of a global environmental consultancy company that highlights key issues, countries and sectors that contribute to carbon emissions. This report should be suitable for use on the company's internal intranet it is not for public use.





As well as the visualisations you create you should submit a 1000-word explanation of the process you followed to create your visualisations. This report should explain.

- 1. The data you selected for each report; Why did you select this data for the target audience? How did you judge the data quality, relevance, and reliability?
- 2. The data preparation process you followed; How did you clean, format and prepare the data for use? How did you merge any additional data sets with the core data from Our World in Data?
- 3. The design of your visualization's; Why are they appropriate for the target audience? How do they follow principles of good visualization design?

Your data visualisations, and any dashboard or story you create, should be saved to the Tableau Public gallery. In your report you must provide links to your visualisations.

Module Learning Outcomes:

Assignment Project Exam Help

- Select, evaluate and apply data extraction techniques to real-world datasets.
- Critically appraise techniques used for data cleaning, manipulation, and analysis and apply
 these techniques to read world that after using industry standard software tools.
- Select and implement techniques for data visualisation and apply this to real-world datasets.

Grading Criteria: WeChat: cstutorcs

Please see marking rubric below

Feedback to Students:

Both Summative and Formative feedback is given to encourage students to reflect on their learning that feed forward into following assessment tasks. The preparation for all assessment tasks will be supported by formative feedback within the tutorials/seminars. Written feedback is provided as appropriate. Please be aware to use the browser and not the Canvas App as you may not be able to view all comments.

Plagiarism:

It is your responsibility to ensure that you understand correct referencing practices. You are expected to use appropriate references and keep carefully detailed notes of all your information sources, including any material downloaded from the Internet. It is your responsibility to ensure that you are not vulnerable to any alleged breaches of the assessment regulations. More information is available at https://intranet.birmingh.am.ac.uk/as/studentservices/conduct/misconduct/plagiarism/index.aspx.



Criteria	1 st Class	2:1	2:2	Pass	Fail
Has the data used for	All of the data	Data sets are	Most data is used is	Just the core data set	Inappropriate data
the task been	selected is clearly	relevant to audience	relevant and reliable.	is used and/or	is used.
selected	relevant for the	and from mostly	Links to the needs of	additional data is not	
appropriately and is it	audience, is from	reliable sources.	the audience may be	appropriate for	
clear that this data is	reliable sources and	Data sets may repeat	unclear.	audience and/or	
relevant to the	additional data used	and/or not obviously		comes from sources	
audiences?	complements the	complement each		that may not be	
(10%)	core data set.	other.		reliable.	
Has the data been	Data has been	Data has been	Data has mostly	Data is not fully	Data is used in its
prepared, cleaned	cleaned •	cleaned	been cleaned	cleaned or formatted	raw form and no
and formatted		appropriate () s CC	appropriately, is	correctly for analysis	attempt has been
correctly using	formatted well for	formatted	formatted	although an attempt	made to clean or
appropriate	analysis. Duplication,	adequately for	adequately for	has been made to do	format it.
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	outliers in data have	omissions and	errors. Duplication,	low (ie duplicates,	
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	appropriately. The	been recognised and	outliers may remain	remain in the data).	
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	appropriate for the	cleaning and prep	data cleaning and	using inappropriate	
	task and minimal	are appropriate for	prep may not be	tools.	
	manual transcription	the task some	used and significant		
	has been used.	manual transcription	manual transcription		
	Integrity of base data	has been used.	has been used.		
	has been preserved.	Integrity of base data	Integrity of base data		
	Data sets have been	has been preserved.	may be		
	combined using	Data sets have been	compromised. Data		
	appropriate joins	combined using joins	sets have been		
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practice in data	user group is	and those	selection,	is little reference to	developed. No
manipulation and the	appropriate and is	visualisations have	preparation, and	best practice, the	evidence of
design of	tailored to a clear	been designed with	representation of	needs of users or the	understanding of
visualisations?	evaluation of the	these in mind. Good	data is explained but	other factors used in	good practice in
(20%)	user needs.	explanation of	these may not follow	the process.	data
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