

## Assessment Set 3 – GPS

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# Comprehending data



- Answer in the space provided
- Ensure proper grammatical usage in your answers

### Question 3

## Based on the visual, what will be your two top key takeaways?

1

The average cost per click is highest for the Law and Government industry be it on Google's Search platform or Google Display Network followed by the Finance industry. However, the Law and Government industry pays almost twice as much when compared to the Finance industry on the Search platform.

2

The overall average cost per click on the Search platform is \$2.41 across the 17 industries. The least cost per click on the Search platform is for the Dining and Nightlife industry followed closely by Apparel and Travel and Tourism

### Google ads industry benchmark (avg. Cost per click)



### Background

- The chart showcases the average cost per click paid by different industries on Google platforms, specifically the Search engine and Display network.

# Knowledge of relevant data sources



- Answer in the space provided
- Only utilize credible sources for the data points

# Total number of confirmed cases of coronavirus on April 13th, 2020

Please list down the data asked below:

Country	Cases	Source	How would you establish the authenticity of the data?
Brunei Darussalam	136	<a href="https://www.worldmeters.info/coronavirus/brunei">Worldmeters.info</a>	The source traces back to Ministry of Health, Brunei ( <a href="https://moh.gov.bn">moh.gov.bn</a> )
Belgium	30,589	<a href="https://www.worldmeters.info/coronavirus/belgium">Worldmeters.info</a>	The source of the data is from the Belgium government website (click on statistics from the first link below) ( <a href="https://info-coronavirus.be">info-coronavirus.be</a> , <a href="https://epistat.be">epistat</a> )
India	10,453	<a href="https://www.worldmeters.info/coronavirus/india">Worldmeters.info</a>	The source of the data is from the Ministry of Health and Family Welfare of India ( <a href="https://mohfw.gov.in">mohfw.gov.in</a> )
Venezuela	33	<a href="https://www.who.int/emergencies/diseases/novel-coronavirus-2019/situation-reports/20200413-venezuela">WHO.int</a>	The source is coming from the World Health Organization which is tracing back to government website of the Bolivarian Republic of Venezuela
Iran	73,303	<a href="https://www.worldmeters.info/coronavirus/iran">Worldmeters.info</a>	The sources traces back to an article announcement by the Iranian government
South Africa	1006	<a href="https://www.who.int/emergencies/diseases/novel-coronavirus-2019/situation-reports/20200413-south-africa">WHO.int</a>	The source is coming from the World Health Organization which is tracing back to government website of Iran
Cuba	726	<a href="https://www.worldmeters.info/coronavirus/cuba">Worldmeters.info</a>	The source of the data is from the Ministry of Republic of Cuba ( <a href="https://salud.msp.gob.cu">salud.msp.gob.cu</a> )

# Business writing and communication



- Summarize the article in 200-250 words

Summarize the article in 200-250 words

[The future of work in health and human services](#)

**Answer**

Today's Health and human services (HHS) agencies faces numerous challenges like limited workforce, tight budgets, ever-increasing volume of caseloads, employee issues like overwork, stress, turnover rates etc. which make it hard to provide efficient and effective service to the needy populations. This when coupled with the advances in technology and increasing preferences of younger generation's requirement to adopt it and communicate via digital means, calls for a shift in the workforce approaches. If HHS leaders can learn to view these disruptors as potential accelerators, rather than obstacles, they can use them to reform outdated bureaucracies and introduce new practices to meet the needs of the workforce and the public.

As part of that reform, HHS agencies will likely see major changes in the jobs their employees perform. Technology will handle many of the repetitive tasks that now take up a large portion of the typical agency worker's day. Some jobs that are currently fixtures in an HHS agency will likely disappear as new ones emerge. Understanding how the HHS workforce will evolve can help agency leaders get ready for this profound transformation.

To help HHS leaders and employees visualize the possibilities, we at Deloitte have developed a series of personas (Child aid coordinator, Data engineer to name a few) that describe what a range of different jobs could look like in 2025. Bringing these future jobs to life can help stimulate conversations around what needs to change in order to address the workforce challenges HHS agencies contend with today.



# Get creative



- Choose one topic and prepare 2-3 slides on it
- Please provide sources used to prepare slides

# PESTEL analysis for China

## Project brief

- Using the embedded data set, perform PESTEL analysis for China
- Feel free to conduct additional research if required (optional)

## Key Questions to be answered

- What is the current political situation in China?
- What is the economic situation in China? What policies/reforms are likely to be introduced by the government?
- What are the prevalent technological trends in the country?

## Key ask

- Prepare a 2 – 3 slide report which will be used by **Deloitte leaders have conversations with clients having operations in China.**



# PESTEL analysis for China



## POLITICAL

- An emerging superpower with increasing influence in world politics
- Involved in several territorial disputes with Taiwan, India, Japan, Hong Kong and the South China Sea (Philippines, Vietnam, Malaysia, Indonesia and Brunei)
- Communist Government under Xi Jinping
- Government controls media including Social Media like Facebook, Twitter and YouTube
- The country ranks 78<sup>th</sup> on the global corruption index
- Record year over year decline in China's Trust Index as per 2021 Edelman Trust Barometer global report

Sources: [Republicworld.com](https://republicworld.com); [Transparency.org](https://transparency.org); [forbes.com](https://forbes.com); [Edelman.com](https://edelman.com);



## ECONOMIC

- A country with an incredible economic growth in the last four decades. China's GDP as of today stands at 11.54 lakh crores as of year 2020 (USD)
- China is the 2nd largest economy in the world by nominal GDP
- Covid-19 had a major negative impact on China's economic developments in 2020. China remains the only large economy that did manage to grow economically during 2020.
- In recent years, China has been involved in a trade war with the United States. Both countries announced trade tariffs on the import of each other's goods. The trade war was at its most intense state during the years Donald Trump was president.
- China is a manufacturing giant. Made in China 2025 is a strategic initiative of the Chinese government. The initiative aims to turn China from a low-cost developer to a manufacturer of high-end and high-tech products.
- Taxes payable by businesses (% of commercial profits stands at 30.2% as of the year 2020

Sources: [xls shared](#), [wsj.com](https://wsj.com); [bbc.co.uk](https://bbc.co.uk)



## SOCIAL

- China is the most populous country in the world with a total population of over 1.4 billion
- 60.8 % of the population is urban
- Employment to population ratio, ages 15-24 (male) is 41%
- There are many ethnic minorities in China. Amnesty International mentions several human rights violations against these minorities (2019)
- Education wise, similar to the Ivy League in the U.S., China has the C9 League. This is an official alliance of nine universities with a good reputation.
- Covid-19, Being the first place to be hit by covid-19, the coronavirus had a significant impact on China. With extremely strict lockdowns, China has been able to control the virus much quicker than other countries.
- The literacy rate for adults is 96% and that of youth total as of 2019 is 99%
- Ageing population is an area of concern for China. The population of people over 60 years old in China is projected to reach 28% by 2040
- Age dependency ratio, young (% of working-age population) is 25%

Sources: [worldmeters.info](https://worldmeters.info); [xls shared](#), [prnewswire.co.uk](https://prnewswire.co.uk); [WHO.int](https://who.int)

# PESTEL analysis for China



## TECHNOLOGICAL

- China is a manufacturing giant. The Made in China program has a big impact on China's high-tech capabilities. Chinese companies have become global giants in the recent decades. ByteDance, Xiaomi, Alibaba, Huawei, Tencent to name a few
- China says it has close to 1 billion internet users, that means close to 70% of the population use internet in one form or the other
- China has set a vision to be a global leader in science and technology. The aim is to help the country to move from a labour-intensive economy to an innovation-driven one.
- China has started a 'Mass entrepreneurship and innovation' program to encourage innovation and start ups. This is in addition to the 'Made in China' program
- There are around 735 secure internet servers (per one million people) in China which makes it approximately 1 Million total servers
- The total cellular subscriptions in the country as of 2020 stands at 172.56 Million. Which makes it 120 mobile subscriptions for every 100 people in China

Sources: [cnbc.com](https://www.cnbc.com) ; [xls shared](#) ; [china.org.cn](https://china.org.cn)



## LEGAL

- China restricts foreign (and especially western) companies to operate in China. The most visible example is the blocking of social media such as Facebook, Twitter, YouTube and Instagram, as well as search engine Google.
- There is a Foreign Investment Negative List and a Market Access Negative List that include restricted or prohibited activities for foreign companies.
- Trade tariffs also exist for foreign businesses wanting to sell their goods in China.
- China has a strict and developed IP protection system. You have to register your intellectual property also in China.
- The Catalogue of Industries for Guiding Foreign Investment regulates FDI in the country. The Catalogue divides FDI into four categories i.e. encouraged, restricted, prohibited, and permitted. Encouraged category includes 384 industries. Restricted category includes 35 industries. Prohibited category includes 28 industries.
- The strength of Legal Rights Index in China according to the World Development Indicators stands low at 4 on a scale of 0 to 12

Sources: [msadvisory.com](https://www.msadvisory.com) ; [xls shared](#)



## ENVIRONMENTAL

- Rapid industrialization has impacted on the natural environment in China severely. Water and air pollution, industrial waste, deforestation, climate change, and biodiversity loss are some of the examples of environmental challenges facing it today.
- Smog in major cities of China like Beijing are common in almost all NEWS channels. People working in these cities have been habituated to masks way before even COVID-19
- China has 16 of the world's 20 most polluted cities and according to Chinese government sources
- China has achieved some significant improvements to its environment during the recent years. According to the World Bank, it is one of a few countries in the world that has been rapidly increasing their forest cover and is managing to reduce air and water pollution. In 2013 two coal-burning power plants near Beijing were closed.
- In 2015, China announced plans to further cut emissions to more than half what they were in 2005 by 2030.

Sources: [bbc.co.uk](https://www.bbc.co.uk) ; [cfr.org](https://www.cfr.org)

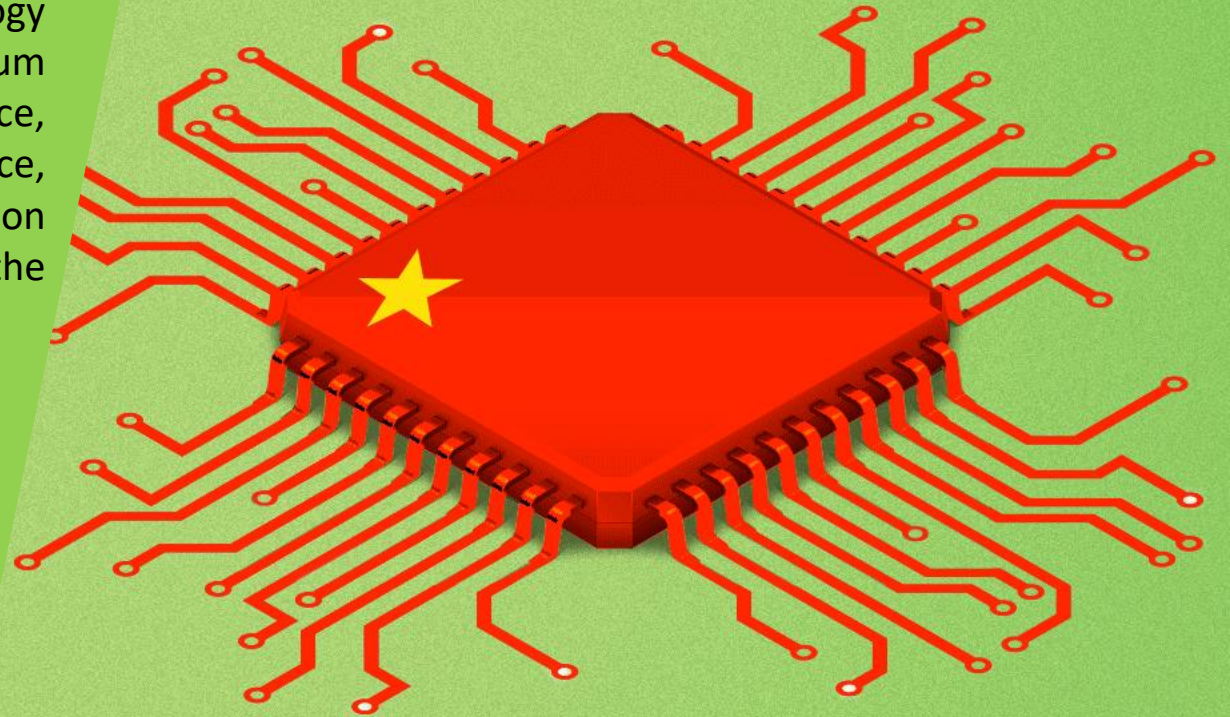


# China and Technology

Technology is one of the aspect which is of massive significance for China in the PESTEL analysis.

Fast forward to 2020 and it's clear that the country is making technology innovation a major, major priority – having become a leader in quantum research, boldly challenging the USA in the supercomputer arms race, and creating its own successful space programs. Zhejiang province, where internet giant Alibaba is located, just pledged a \$17 billion commitment to driving technology over the next five years. And the country's startups scene is thriving.

Some of the most amazing projects that have emerged from China in recent years include: Drone and COVID 19 response system, Plasma drivers for green aircraft, Permanent space station set for 2022 completion, China lands Chang'e-4 probe on dark side of the moon, Hongyun Project satellite launches to provide rural broadband, 9,500 new electric buses every five weeks, 3D-printed houses, Quantum Science Satellite, Transit Elevated Bus, Floating solar power plant and the most recently China becomes the latest country to reach Mars with Tianwen-1





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