BA Project Report - Part A (Individual)

Start Assignment

- Due 7 Apr by 23:59
- Points 35
- Submitting a file upload
- Available until 11 Apr at 23:59

Assignment Overview

Part A is the Individual assignment component of the BA Project. This assignment is designed to avoid group members not knowing the context of the BA Project while doing the group assignment and hence become a liability for the entire group. This assignment focuses on the analysis of a case. As an organisation in an increasingly competitive environment, the organisation faces many challenges internally and externally.

There are many opportunities for the organisation to grow and to be more competitive. Understanding of Data and Business Analytics role in informing the management and to provide a basis for decision making activities is crucial as a way to facilitate more strategic growth and competitiveness for the company.

Submission Summary | **Assignment/Case Description & Tasks** | Marking Rubric | Important Files

Assignment/Case description

Optimising Donations for Global Impact - A Challenge for ReachOut Worldwide

ReachOut Worldwide (ROW) is a leading international charity organisation headquartered in Denver, Colorado, with a secondary headquarters in Melbourne, Australia. For over 15 years, it has championed the cause of Global Health Initiatives, working tirelessly to improve health outcomes and access to healthcare for underserved communities around the world. With a growing global presence and a commitment to maximising impact, ROW has recognised the critical need to leverage data analytics for informed decision-making. This case explores the organisation's current landscape, the challenges it faces in a competitive fundraising environment, and the potential of a data-driven approach to address these challenges.

ReachOut Worldwide's Current Operations

ROW operates through a network of regional offices across various countries. Traditionally, fundraising campaigns have been driven by a combination of established channels like direct mail appeals, telemarketing, and community events. While these channels have yielded success, the organisation seeks to move beyond a reactive approach to a proactive one, where data analysis guides campaign strategies and resource allocation.

The Evolving Landscape of Global Philanthropy

The landscape of global philanthropy has undergone significant transformations in recent years. The rise of online giving platforms, increased competition from other NGOs, and growing public scrutiny of fundraising practices all necessitate a data-centric approach for charities seeking to optimise their impact. Furthermore, the current global economic uncertainties with rising inflation and potential recessions are casting a shadow on donation volumes, making efficient resource allocation crucial.

Data as a Driver of Change

Data-driven insights have the potential to significantly transform ROW fundraising operations. By segmenting donors and tailoring communication strategies, the organisation can cultivate deeper relationships with individual donors, increasing the likelihood of repeat donations in support of Global Health Initiatives. Evaluating campaign effectiveness allows for resource allocation based on proven strategies, maximising impact with every dollar raised for Global Health Initiatives.

Engaging the Business Analytics & Visualisation (BA&V) Consultancy

To address this data challenge, ROW has engaged with your consultancy company in Australia. Your team possesses the expertise and tools to analyse the vast donation data collected. Ultimately, the organisation anticipates valuable insights from your company to enhance:

- Donor Segmentations: Identify key donor segments based on demographics, donation history, preferred channels, and giving capacity. This allows for targeted communication and campaign strategies tailored to specific donor groups interested in supporting various Global Health Initiatives.
- Campaign Effectiveness: Evaluate the success of existing campaigns across different geographic regions and channels. Data will reveal which appeals resonate most with different donor segments, allowing ROW to tailor messaging for maximum impact on specific Global Health Initiatives.
- Donor Retention: Analyse donor behaviour patterns and identify factors contributing to donor churn. Develop strategies to nurture relationships, encourage repeat donations, and cultivate long-term donors who are passionate about supporting Global Health Initiatives.
- Predictive Capability: Utilise advanced analytics to predict future donor behaviour and potential donation volumes. This allows for proactive resource allocation and informed budgeting decisions, ensuring ROW can maximise its impact on Global Health Initiatives even in uncertain economic times.
- Marketing Channel Effectiveness: Analyse the effectiveness of different fundraising channels (online platforms, events, etc.) and payment methods. This ensures that ROW can raise more funds to support critical Global Health Initiatives in the future.

HOWEVER, as part of its due diligence before awarding the consultancy contract to your company, ROW has provided a representative sample of its historical donation data (2019-2023). ROW has requested that your company produce an A&V report. By analysing this data and presenting actionable insights & foresights, your team has the opportunity to demonstrate its capabilities and expertise in the not-for-profit sector. A compelling report that unlocks valuable insights from ROW's data will position your consultancy as the ideal partner to empower ROW's mission and achieve greater impact in the years to come.

Business Analytics & Visualisation Consultancy Engagement

As part of our engagement with the (potential) client, our firm has been granted access to a sample dataset from the client. This dataset constitutes the sole data provision at this juncture. It's customary in data consultancy that prior to formal selection, a prospective firm is expected to furnish a 'sample' analysis. This serves as a demonstrative showcase of the firm's analytical capability and ability to analyse the provided data.

Your line manager decided to ask you to produce a preliminary report to showcase the following:

1. Assessment of the quality of the data. If the dataset is of poor quality, you are required to clean the data and provide assurance the post-cleaning, the data will be of good quality to produce a trustworthy insights;
2. Six key insights that would be highly valued by our client's key decision-makers. These key insights must be driven by the analysis of the dataset and supported by the appropriate data visualisations stemming from the analysis of the data.

In your analysis of the case grounded by the A&V of the dataset, you need to consider some of the following key issues, challenges, and opportunities:

- The competitive landscape and the strategic positioning of the organisation in the competitive landscape of its

industry (appropriate to the context of the case study);

- The key challenges/barriers, opportunities and values for growth, further developments of products and services through/associated with the use of the data;
- The key challenges/barriers, opportunities, and further developments of strategy and management practices in the attempt to effectively capitalise on data;
- Potential of strategic alliances in data acquisition, management, and use of data.

Deliverables

1. A Report containing the data quality assessment, the insights supported by the A&V, the references/reference list, and the appropriate/relevant appendices.
2. Tableau workbook package file (i.e., .twbx) containing the worksheets/dashboards for the Part A, and the Tableau Prep Builder file.

Please Note:

1. You should not rewrite parts of the case study.
2. As part of a case study analysis, critical thinking, synthesis, analysis, and your professional views are critical to the task. These need to be informed and supported by the appropriate literature (i.e., in-text references).
3. A minimum of four scholarly references (i.e., journal papers, conference papers) is required. It is important that you employ only resources which are accepted as being scholarly and academically reliable (i.e., journal papers, conference papers). Wikipedia or to the individual opinions expressed in some Blogs and Web articles are nice to read and may contain valuable information, but these are not regarded as "scholarly references". The Swinburne University library database features many useful and high quality references. If you have difficulty in using this database you will find the library tutorials helpful
4. Marks on the scholarly aspect will not be allocated solely based on the number of quality references, but rather, on how the references are used to support/enrich the statements/analysis within the report
5. All references should be appropriately cited using the APA referencing style
6. It is expected that all work submitted would have been proof-read & edited to avoid spelling & grammar oddities/mistakes. The resulting written work needs to be presented in a professional manner and format: i.e., Pages need to be numbered, evidence of attention to layout and structure needs to be demonstrated. The written submission is to be formatted as a report, word-processed in 12 point font and 1.5 line spacing. The word count does not include the executive summary, table of contents, references and appendices.
7. Analysis of the data provided and its presentation would be a key element of this assignment. Some of the data analysis outputs can be presented as an appendix (but this needs to be referred to in the main body of the report). However, it is always best to present the visualisation(s) immediately before or after the insight narratives to provide a stronger and more relatable support to the insights.

INF70008 BA Project Report - Part A (Individual)

Criteria	Ratings					Pts
Assessment of Data Quality	**5.25 to >3.68 Pts** **Excellent - Very Good** Critical elements of the dataset are appropriately reviewed, most data integrity issues and data anomalies have been reviewed. Implications of data quality issues is well articulated with sensible suggestions provided while acknowledging the challenges and constraints.		**3.68 to >2.63 Pts** **Developing** Some critical aspects of the issues related to the dataset are addressed. However, more work needs to be done to ensure dataset is of acceptable quality to produce an accurate analysis		**2.63 to >0 Pts** **Needs Improvements** Limited or no demonstration of a cogent review of the data quality issue. Poor articulation of sensible approach to improving data quality in relation to the given dataset. Underlying issues/concerns of plagiarism in the report.	5.25 pts
Quality of the Data Visualization	**12.25 to >9.8 Pts** **Excellent** Overall the data visualisations were of exceptional quality. No omissions or further clarifications required. The well designed data visualisations (with appropriate metrics and data visuals, i.e., appropriate pre-attentive attributes, segmentations, groupings, use of multiple viz types) added additional value to the data and provide the reader with an effective overview of the analysed data.	**9.8 to >8.58 Pts** **Very Good** The data visuals provided were designed appropriately with the user/viewer/reader in mind. Only minor omissions and clarifications required in improving the data visuals..	**8.58 to >7.35 Pts** **Good** The data visuals met the requirement very well. But there were some areas that required further revision, also some of the visuals were not as effective as needed to accurately reflect the data. Some of the data was not present	**7.35 to >6.13 Pts** **Developing** The data visuals met the basic requirements of this assessment. But there were several instance where improvements and additional clarifications was required. Also several required areas were either missing or incomplete	**6.13 to >0 Pts** **Need Improvements** The data visuals presented were either incomplete or missing too many required elements that rendered the majority of the data ineffectual. Underlying issues/concerns of plagiarism in the report.	12.25 pts

Quality of Insights	**12.25 to >8.58 Pts** **Excellent** The analyses & insights are highly relevant to the dataset and the context of the tasks, closely intertwined and supported by the data analysis & viz, and presented using language and expressions that are clear and succinct. Excellent level of analyses, showcasing segmentations, groupings, drill-down, and aggregate level of details. The insights & the overall report are well written and clearly organised ideas, characterised by elements of a good writing style and mostly free from grammar, punctuation, usage, and spelling errors. Excellent conclusion and/or summary, and recommendations clearly supported by the literature and/or the data analysis	**8.58 to >6.13 Pts** **Good - Developing** The analyses & insights are reasonable and are supported by data analysis & viz, but further refinements are required to improve the accuracy and the credibility of the insights. Reasonable level of analyses, but may require further use of segmentations, groupings, drill-down, and aggregate level of details to improve the depth of the analyses. The insights & the overall report are expressed using language that is satisfactory, but better proofreading is required. Several odd/confusing grammar, sentence structure, verbose and colloquialism which can/should be avoided. Conclusion and/or summary and recommendations are reasonable but require further refinements and supports from the literature and/or the data analysis Several issues with clarity of expressions and/or meaning in describing/explaining the key concepts and/or insights.	**6.13 to >0 Pts** **Need Improvements** Statement of insights is/are not relevant, inaccurate, and/or not supported by the data analysis and viz. The statement of insights lacks clarity, significant issues with the grammar and/or spelling. Underlying issues/concerns of plagiarism in the report.	12.25 pts
Research & Scholarships Academic rigor and references, justifications, literature sources and evidence of wider readings	**5.25 to >4.2 Pts** **Excellent** Consistently demonstrates skilful use of high-quality, credible, relevant literature sources (of four or more scholarly literature) to support and develop appropriate ideas. Consistently demonstrates appropriate APA referencing style (as in-text refs and in the reference list)	**4.2 to >3.68 Pts** **Very Good** Demonstrates skillful use of high-quality, credible, relevant literature sources (of four or more scholarly literature) to support appropriate ideas. Demonstrates appropriate APA referencing style (as in-text refs and in the reference list) subject to minor amendments.	**3.68 to >2.63 Pts** **Good - Developing** Limited reference list (i.e., three - or less - scholarly literature) but using the correct APA referencing Style. Moderately incomplete, inaccurate, or improper use of in-text referencing (where required).	**2.63 to >0 Pts** **Need Improvements** No reference list using the correct APA referencing style. Poor or non-existent in-text referencing (where required). Underlying issues/concerns of plagiarism is/are demonstrated in the response.	5.25 pts

Total points: 35