Individual Report (100%)

Report Topic

You are a business analyst consultant. You are required to critically analyse and evaluate a dataset provided by an organisation, of your choice, and report it to senior management. You must identify and explain the value of business analytics of the chosen organisation and make recommendations based on the analysis to inform decision making.

Report Structure Guideline

1. Organisation overview.
2. Critical discussion of tasks.
3. Conclusion and recommendations.
4. Bibliography.
5. Appendix (where relevant).

Database Access

- Go to Birkbeck Databases website
- Browse Statistical Databases section

Additional Database

- Kaggle
- Mendeley
- GitHub
- Consumer Data Research Centre
- IEEE
- London Datastore
- Google (For example: **Company/Brand filetype:xls**)

Key Points

- **Word Limit:** 4000 words excluding tables, graphs, and bibliography.
- **Plagiarism:** Check the Postgraduate Handbook on page 100.
- **Marking Criteria:** Check the Postgraduate Handbook on page 93.
- **Referencing:** Harvard system
- **Deadline:** 06 December 2024 11:59pm