



BUS5015

Data Analytics and Management

Assignment

Date for Submission: Please refer to the timetable on ilearn

**(The submission portal on ilearn will close at 14:00 UK time
on the date of submission)**

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Template V5

Assignment Brief

As part of the formal assessment for the programme you are required to submit a **Data Analytics and Management** assignment. Please refer to your Student Handbook for full details of the programme assessment scheme and general information on preparing and submitting assignments.

Learning Outcomes:

After completing the module, you should be able to:

1. Analyse methods of gathering data and their value related to a specific problem.
2. Assess a business domain problem.
3. Demonstrate appropriate analytical methods based on the dataset and identified problem to be addressed.
4. Make appropriate recommendations based on the findings of analytical activities
5. Discipline Expertise: knowledge and understanding of chosen field. Possess a range of skills to operate within this sector, have a keen awareness of current developments in working practice being well positioned to respond to change.

All learning outcomes must be met to pass the module.

Guidance

Your assignment should include: a title page containing your student number, the module name, the submission deadline and the exact word count of your submitted document; the appendices if relevant; and a reference list in AU Harvard system(s). You should address all the elements of the assignment task listed below. Please note that tutors will use the assessment criteria set out below in assessing your work.

You must not include your name in your submission because Arden University operates anonymous marking, which means that markers should not be aware of the identity of the student. However, please do not forget to include your STU number.

Maximum word count: 3000 words

Please refer to the full word count policy which can be found in the Student Policies section here: [Arden University | Regulatory Framework](#)

The word count includes everything in the main body of the assessment (including in text citations and references). The word count excludes **numerical data in tables, figures, diagrams, footnotes, reference list and appendices. All other printed words ARE included in the word count.**

Students who exceed the wordcount up to a 10% margin will not be penalised. Students should note that no marks will be assigned to work exceeding the specified limit once the maximum assessment size limit has been reached.

Assignment Task

Your organisation is facing a problem. Your manager has decided that the problem can be solved by analysing a data set. You have been asked to do the data analysis and report your findings and recommendations.

For the data set, choose one of two options.

1. Use a data set from an organisation you are involved with.
2. Use a data set provided by your lecturer.

An “organisation you are involved with” could be your employer but does not have to be.

You may NOT use a published data set, e.g. that you found by web search, unless instructed to do so by your lecturer. This is to reduce the risk of unfair practice.

You MUST use data that already exists. You MUST NOT create new data, because you don't have ethical approval to collect new primary data.

If you choose to use a data set from your organisation, you MUST have the consent of a manager in the organisation. You may be asked to disguise the data if it is commercially sensitive.

If you are using a data set from your organisation, you must construct a scenario which contains the problem, along with a question that can be answered by analysing the data set. You may ask colleagues, such as your manager, for ideas about a suitable scenario.

An example of a business problem is falling revenues from sales. The question could be: “Why are sales falling? The data set to analyse could be the last year of unit product sales for all product lines across all channels.

If you are not currently with a suitable organisation, or you have no access to a data set which you can analyse, you must email your lecturer, who will provide a data set you can use.

Part 1

Summarise and characterise the problem that needs a solution through data analysis. Formulate a question that will be answered through analysis of the data set.

(LO2)
(25 marks)

Part 2

Critically analyse the methods that appear to have been used to gather the data. You may make assumptions. For example, you could assume that the data set was created from a survey of customers, so you could critically analyse the survey design, execution and sampling.

(LO1)
(25 marks)

Part 3

Execute appropriate data analytics activities to answer the question you created in Part 1, and present your findings and recommendations based on your analysis.

(LO3, LO4, LO5)
(50 marks)

Notes

Because of the nature of the assignment, your report may contain lots of numerical information. Such numbers do NOT count to the word quota. You may also put numerical data in appendices, which also do not count to the quota.

End of questions

Formative Feedback

You have the opportunity to submit a draft to receive formative feedback.

The feedback is designed to help you develop areas of your work and it helps you develop your skills as an independent learner.

If you are a distance learning student, you should submit your work, by email, to your tutor, no later than 2 weeks before the actual submission deadline. If you are a blended learning student, your tutor will give you a deadline for formative feedback and further details.

Formative feedback will not be given to work submitted after the above date or the date specified by your tutor - if a blended learning student.

Referencing Guidance

You **MUST** underpin your analysis and evaluation of the key issues with appropriate and wide ranging academic research and ensure this is referenced using the AU Harvard system(s).

Follow this link to find the referencing guides for your subject: [Arden Library](#)

Submission Guidance

Assignments submitted late will not be accepted and will be marked as a 0% fail.

Your assessment can be submitted as a single Word (MS Word) or PDF file, or, as multiple files.

If you chose to submit multiple files, you must name each document as the question/part you are answering along with your student number ie Q1 Section A STUXXXX. **If you wish to overwrite your submission or one of your submissions, you must ensure that your new submission is named exactly the same as the previous in order for the system to overwrite it.**

You must ensure that the submitted assignment is all your own work and that all sources used are correctly attributed. Penalties apply to assignments which show evidence of academic unfair practice. (See the Student Handbook which is available on the A-Z key information on iLearn.)



Assessment Criteria (Learning objectives covered – all)

Level 5 reflects the continuing development in knowledge, understanding and skills from Level 4. At Level 5, students are not expected to be fully autonomous but are able to take responsibility for their own learning with appropriate guidance and direction. Students are expected to further develop their theoretical knowledge within a more intellectual context and to demonstrate this through more complex forms of expression which move beyond the descriptive or imitative domain. Students are expected to demonstrate skills of analysis in both problem-solving and resolution.		
Grade	Mark Bands	Generic Assessment Criteria
First (1)	80%+	An outstanding information base exploring and analysing the discipline, its theory and any associated ethical considerations. There is sophisticated use and management of learning resources, and a high degree of autonomy is demonstrated. Writing is outstandingly well structured and accurately referenced throughout. Where appropriate, outstanding professional skills are demonstrated. The work is original and with some additional effort could be considered for internal publication.
	70-79%	An excellent knowledge base within which the discipline is explored and analysed. There is a degree of originality in the approach. The work demonstrates confidence and autonomy and extends to consider ethical issues. Learning resources have been managed confidently. Writing is exceptionally well structured and accurately referenced throughout. Where appropriate, an excellent level of professional skills is demonstrated, and the work demonstrates a high level of intellectual and academic skills.
Upper second (2:1)	60-69%	A very good knowledge base which explores and analyses the discipline, its theory, and any associated ethical issues. There is evidence of some originality and independence of thought. A very good range of learning resources underpin the work and there is evidence of growing confidence and self-direction. The work demonstrates the ability to analyse the subject and apply theory with good academic and intellectual skills. Academic writing skills are very good, expression is accurate overall, and the work is consistently referenced throughout.
Lower second (2:2)	50-59%	A good understanding of the discipline which begins to analyse the subject and apply some underpinning theory. There may be reference to some of the ethical considerations. The work shows a sound level of competence in managing basic sources and materials. Academic writing skills are good and accurate overall, and the work is planned and structured with some thought. Professional skills are good (where appropriate). The work lacks original thought, but academic and intellectual skills are moving into the critical domain. The work is referenced throughout.
Third (3)	40-49%	Satisfactory level of performance in which there are some omissions in understanding the subject, its underpinning theory, and ethical considerations. There is little evidence of independent thought, and the work shows a basic use of sources and materials. Academic and intellectual skills are limited. The work may lack structure overall. There are some difficulties in developing professional skills (where appropriate). There is an attempt to reference the work.
Marginal Fail	30-39%	A limited piece of work in which there are clear gaps in understanding the subject, its underpinning theory, and ethical considerations. The work shows a limited use of sources and materials. Academic and professional skills are weak and there are errors in expression and the work may lack structure overall. There are difficulties in developing professional skills (where appropriate). The work lacks original thought and is largely imitative.
Clear fail	29% and Below	A poor performance in which there are substantial gaps in knowledge and understanding, underpinning theory and ethical considerations. The work shows little evidence in the use of appropriate sources and materials. Academic writing skills are very weak and there are numerous errors in expression. The work lacks structure overall. Professional skills (where appropriate) are not developed. The work is imitative.

