



## Assessment 2 Information

<b>Subject Code:</b>	DATA4600
<b>Subject Name:</b>	Business Analytics Project Management
<b>Assessment Title:</b>	Smart Fashion Case Study Analysis
<b>Assessment Type:</b>	Written assessment plus video presentation
<b>Word Count:</b>	1000 Words (+/-10%)
<b>Weighting:</b>	30 %
<b>Total Marks:</b>	30 (20 for case study and 10 for video)
<b>Submission:</b>	via Turnitin and upload video file or share video link
<b>Due Date:</b>	Monday 23:55pm (AEST) <b>Week 11</b>

## Your Task

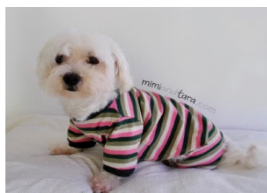
- This assessment is to be done individually.
- A business project case study is provided below.
- You will be applying concepts related to analytics project risk and justification, predictive project analytics (from the DATA4600 workshops and readings) to a business case study. You will also be discussing team inclusiveness and succession planning.
- Your case study report is to be submitted as a Microsoft word file via Turnitin

## Assessment Description

### **Business case study:** *Stitch Fix: The future of Smart Fashion*

In the past award winning and other fashion designers were responsible for making clothes. Inspiration can come from nature, life on the streets of large cities, culture, and maybe even architecture.

Stitch Fix has decided to let artificial intelligence do all the hard work and design clothes for modern wardrobes. Machine learning algorithms use customer feedback to create clothing designs that appear to fit demand and desire of individuals. This is essentially the personalization of the fashion industry. Millions of data points translate into recommendations and personalized styles of garments.



The company started with data from San Francisco, California and has spread throughout the world. One of the team has had an inspiration after seeing animal pyjamas on another website. In response to this, a new project team is being created at Stitch Fix to do a project looking at the feasibility of selling pet clothing and accessories online.

Source:

<https://www.fashiongonerogue.com/content/fashion-designers-inspiration/>

<https://www.forbes.com/sites/insights-teradata/2019/07/08/fedex-delivers-the-future-of-smart-shipping/?sh=26ab69e29362>



The executives are not yet convinced that the project is worthwhile. They have suggested that you work with Deloitte's predictive project analytics team to gain insight into the risks of such a project and how best to make it succeed. As an incentive to perform really well, the team have been told that succession planning will be occurring and some of them are in line to lead new projects.

## Case study Instructions

### **Part A: Predictive Project Analytics (500 words, 8 marks)**

a) [10 Marks, 500 words] Reflect on the predictive project analytics (PPA) that you learnt about in week 7. Explain how the five stages of PPA will apply to the animal clothing project. The stages are

- I. Stakeholder Interviews and structured document review
- II. Inherent risk and complexity assessment (how would the complexity profile look)
- III. Predictive analytic project review
  - Also suggest what other types of projects could be compared with this one
- IV. Analysis and synthesis (aggregation of output)
- V. Report findings

### **Part B: Cultural fit and inclusiveness (200 words, 4 marks)**

You will have to add new team members to the project. Explain how you could promote inclusiveness within the team so the new members feel welcome, and how you will attempt to understand if the new members are a good cultural fit within the company.

### **Part C: Tuckman's Theory (150 words, 3 marks)**

Apply Tuckman's Theory to the development of the new Stitch Fix project team in terms of **hypothetical examples of relationships and decisions** of the team at each of these stages; forming, storming, norming, performing and adjourning.

### **Part D: Succession planning (150 words, 3 marks)**

As an incentive to perform really well, the team have been told that succession planning will be occurring. Explain how you will perform the succession planning (i.e. apply the different steps). Explain the benefit to the company of succession planning.

### **Part E: References and structure (2 Marks)**

- Include a minimum of five references
- Use the Harvard referencing style
- Use appropriate headings and paragraphs

You will be given a maximum of two marks for this section



## Video Instructions

Make a 10 minute video explaining the following,

- a) The process you went through to prepare your report. What steps did you take? **(2 Marks)**
- b) What part of the report did you find most difficult? **(2 Marks)**
- c) What was the most useful reference? Why? **(2 Marks)**
- d) Explain the most useful reference **(2 Marks)**
- e) Also explain how you could promote and justify the current project. **(2 Marks)**

- **Frequently asked questions about submitting videos are on the next page**



## VIDEO FAQs and allowable formats and software (e.g. Zoom) are below

Video FAQs	Answer
In making my video, am I allowed to use robot voice over software?	It is prohibited to use any voice over software in making your video, as you must record yourself and accompanying slides to demonstrate the authenticity of your own work.
What is the maximum file size that I can create?	The video file should NOT exceed <b>500MB</b> .
What types of video files can I upload to Moodle?	<div>*mp4</div> <div>*avi</div> <div>*mov</div> <div>*mkv</div> <div>*fiv</div> <div>*wmv</div>
How can I record a video with accompanying slides?	<p>We recommend installing a free application called 'Zoom' onto your laptop, tablet, or smartphone. You will need to create an account first. Please click here to get started: <a href="https://zoom.us/signup">https://zoom.us/signup</a></p> <p>Once installed, you can record videos by reading step by step instruction via the following link: <a href="https://support.zoom.us/hc/en-us/articles/201362473-Local-Recording">https://support.zoom.us/hc/en-us/articles/201362473-Local-Recording</a></p> <p>If you prefer visual guidance instead, please watch the following videos:  Step 1: How to share your screen:  <a href="https://www.youtube.com/watch?v=9wsWpnqE6Hw">https://www.youtube.com/watch?v=9wsWpnqE6Hw</a>  Step 2: Recording a Zoom Meeting  <a href="https://www.youtube.com/watch?v=AYzPS28rg7E">https://www.youtube.com/watch?v=AYzPS28rg7E</a></p> <p>Further questions about how to use this application and how to record a presentation should be directed to your workshop facilitator.</p>
My video file is too large. What can I do?	Here is a link to the top 5 best free video compressors: <a href="https://videoconverter.wondershare.com/compress/free-mp4-compressors.html">https://videoconverter.wondershare.com/compress/free-mp4-compressors.html</a>
Can I record my video using a smartphone?	If you record your video on a smartphone, you are required to transfer it to a desktop/laptop. Once the file has been transferred, check the file size and type, and whether or not your face can be seen in the video before uploading it to MyKBS.
Can I submit my video using my smartphone device?	As KBS has no control over your mobile phone data package or plan, please do not attempt to upload your video via a smartphone.
Do I need a fast internet connection to make my submission?	You need to have a fast and reliable internet connection. If your home is not equipped with one, please do not hesitate to use the Computer Lab facilities located at your campus.
I am having technical issues UPLOADING the video file via MyKBS, who should I contact?	<p>Please email the following details to <b>LMS team</b> (<a href="mailto:lms@kbs.edu.au">lms@kbs.edu.au</a>) and your <b>Subject Coordinator</b>, during office hours:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Student Number</li> <li><input type="checkbox"/> Student Name</li> <li><input type="checkbox"/> Subject Code</li> <li><input type="checkbox"/> Campus</li> <li><input type="checkbox"/> A detailed description of the issue</li> <li><input type="checkbox"/> Screenshots of the issue</li> </ul>
Will I lose marks if I encounter a technical issue and cannot submit the video before the submission deadline?	<p>If LMS determines that the technical error is on their side, no late submission penalties will be applied.</p> <p>If LMS determines that the technical error is from your side, then you will be subject to late submission penalties in accordance with <a href="#">KBS Assessment Policy</a>.</p>



## Important Study Information

### Academic Integrity Policy

KBS values **academic integrity**. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

*What is academic integrity and misconduct?*

*What are the penalties for academic misconduct?*

*What are the late penalties?*

*How can I appeal my grade?*

Click here for answers to these questions:

<http://www.kbs.edu.au/current-students/student-policies/>.

### Word Limits for Written Assessments

Submissions that exceed the word limit by more than 10% will cease to be marked from the point at which that limit is exceeded.

### Study Assistance

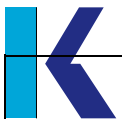
Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the MyKBS Academic Success Centre page. Click [here](#) for this information.



## Assessment Marking Guide

Section	Criteria	NN (Fail) 0%-49%	P (Pass) 50%-64%	CR (Credit) 74%-65%	DN (Distinction) 75%-84%	HD (High Distinction) 85%-100%
<b>Part A:</b> Predictive project analytics  (8 Marks)	<b>Students will apply the five stages of predictive project analytics to the given project</b>	Missing stages or a lack of understanding of the stages of predictive project analytics and/or the case study  No research or irrelevant research	A basic understanding of the stages of predictive project analytics  A small amount of relevant research	Application of the stages of predictive project analytics in a logical way  Some relevant research	Thoughtful application of the five stages of predictive project analytics  Good flow of report  Evidence of quality research	Well integrated application of the five stages of predictive project analytics  Good flow of report  Evidence of quality research and novel solutions
<b>Part B:</b> Cultural fit and inclusiveness (4 marks)	<b>Students are to apply concepts of cultural fit and inclusiveness</b>	No idea about concepts of cultural fit and inclusiveness or no application of them	Basic application of the concepts of cultural fit and inclusiveness  May not be well structured	Basic application of the concepts of cultural fit and inclusiveness  Well structured and some relevant research	Thoughtful application of concepts of cultural fit and inclusiveness  Good flow and structure  Evidence of quality research	Well integrated application of concepts of cultural fit and inclusiveness  Good flow of report  Evidence of quality research and novel solutions

<b>Part C: Tuckman's Theory (3 marks)</b>	<b>Students are to apply Tuckman's theory in terms of team relationships and decisions (with examples)</b>	No idea about the Tuckman's theory and/or no application of the stages	Basic application of the concept of Tuckman's theory  May not be well structured or not applied and/or too broad  Poor examples	Logical application of Tuckman's theory and adequate examples  Well structured and some evidence of relevant research	Thoughtful application of Tuckman's theory  Good flow and specific & relevant examples structure  May not be totally practical  Evidence of quality research	Well integrated application of Tuckman's theory  Good flow of report  Evidence of quality research  Novel/engaging examples and practical ideas
<b>Part D: Succession Planning (3 marks)</b>	<b>Students are to apply succession planning</b>	No idea about the concept of succession planning or no application of them	Basic application of the concept of succession planning  May not be well structured	Basic application of the concept of succession planning  Well structured and some relevant research	Thoughtful application of the concept of succession planning  Good flow and structure  Evidence of quality research	Well integrated application of the concept of succession planning  Good flow of report  Evidence of quality research and novel solutions

						
Formatting and references (2 marks)	<b>Students must refer to five sources and use Harvard referencing</b>	No or irrelevant references  Poor structure	Five mostly relevant references and basic structure  Most references in correct format	Five or more relevant references and good structure  References in correct format	Five or more relevant & good quality references  Very clear report and structure  References in correct format	Five or more relevant & good quality references  Very clear and well integrated report and structure  References in correct format
Video (10 Marks)	<b>Students must explain the steps taken to prepare and do their report, as well as describing a useful reference and how they would promote the project</b>	Irrelevant or scripted video  Misunderstanding or irrelevant reference	Basic explanation of parts required	Good explanation of parts required, not skimming over detail	Convincing explanation of parts required, with examples	Convincing and practical explanation of parts required, with examples and novel aspects
	Comments:					



## Assignment Submission

Students must submit their individual analysis via Turnitin on Monday of Week 11 at 23:55pm AEST.

This file must be submitted as a Microsoft Word document to avoid any technical issues that may occur from incorrect file format upload. Uploaded files with a virus will not be considered as a legitimate submission. Turnitin will notify you if there is any issue with the submitted file. In this case, you must contact your lecturer via email and provide a brief description of the issue and a screen shot of the Turnitin error message.

Students are also encouraged to submit their work well in advance of the time deadline to avoid any possible delay with Turnitin similarity report generation or any other technical difficulties.

## Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Kaplan Business School's Assessment Policy.

Number of days	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the student's total Marks.
10 - 14 days	50% deducted from the student's total marks.
After 14 days	Assignments that are submitted more than 14 calendar days after the due date will not be accepted and the student will receive a mark of zero for the assignment(s).
Note	Notwithstanding the above penalty rules, assignments will also be given a mark of zero if they are submitted after assignments have been returned to students.

\*Assignments submitted at any stage within the first 24 hours after deadline will be considered to be one day late and therefore subject to the associated penalty.

If you are unable to complete this assessment by the due date/time, please refer to the Special Consideration Application Form, which is available at the end of the KBS Assessment Policy:

