TORRENS UNIVERSITY AUSTRALIA

ASSESSMENT 2 BRIEF

Subject Code and Title	MIS609 Data Management and Analytics
Assessment	Case Study Report: Data Analytics for Organisational Decision-Making
Individual/Group	Individual
Length	2000 words (+/- 10%)
Learning Outcomes	The Subject Learning Outcomes demonstrated by successful completion of the task below include: a) Demonstrate an understanding of the broad concepts of data management. b) Demonstrate how to manage data within organisations, teams and projects. Investigate techniques on how to collect, store, clean and manipulate data. c) Explore data management techniques and apply when and where applicable. d) Analyse and apply data issues in an organisational context. e) Effectively report and communicate findings to a business audience who are not necessarily IT professionals.
Submission	Due by 11:55pm AEST/AEDT Sunday end of Module 4.2
Weighting	40%
Total Marks	100

Task Summary

Using the concepts covered in Module 2 and 3, write a 2000 words case study report for a real scenario faced by an organisation of your choice.

Context

This assessment gives you the opportunity to demonstrate your understanding of concepts covered in Module 2 and 3 including Configuration Management, Business Intelligence, Big Data, Data Warehousing, Cluster Computing, Data Mining, Machine Learning, Use of Data for AI. In doing so, you are required to select an organisation and then analyse and evaluate how the above-mentioned concepts can be used to solve a real-life problem.

Task Instructions

Step 1: Select an organisation that you would like to investigate. You may seek the guidance of your facilitator when selecting an appropriate organisation. When choosing the organisation, make sure that you are able to access data from the organisation easily, or the data is available on the web.

Step 2: Write a case study report outlining how the selected organisation has used the concepts covered in Module 2 and 3 to successfully solve a problem faced by the organisation. The report should consist of the following structure:

Section #	What is typically contained in this section?
Title page	Include the subject code and name, assignment title, student name, student number, and name of the learning facilitator.
Section 1: Introduction to the Organisation	Please address the following three points in this section: A) Introduce the organisation that you are about to study. B) Why have you chosen this organisation? C) What is the typical business of the chosen organisation?
Section 2: Introduction to the concept of Data Analysis	Examples of 'concept' include (but are not limited to) Business Intelligence, Big Data, Data Warehousing, Cluster Computing, Data Mining, Machine Learning, Use of Data for AI. This concept is what is being applied by the organisation that you have picked in the 'Step 1'. Write a brief about this concept that shows the facilitator that you understand this concept inside out.
Section 3: Data Sources	List the sources from where you collected the information for this assessment. These sources can be interviews, videos, documents, website etc.
Section 4: Analysis	Please address the following four points in this section: A) What was the original problem being faced by the organisation that you chose? B) How did the organisation implement the concept that you have identified in Section 2? C) What were the problems faced by the organisation in implementing the new change? D) How was this change beneficial for the organisation?
Section 5: Conclusions, Findings and Recommendations	Conclude your report explaining what you learned from this analysis. What were the core findings and what are your recommendations for the organisation that you selected?

You are strongly advised to read the rubric, which is an evaluation guide with criteria for grading your assignment—this will give you a clear picture of what a successful report looks like.

Referencing
It is essential that you use appropriate APA style for citing and referencing research. Please see more information on referencing here http://library.laureate.net.au/research_skills/referencing

Submission Instructions
Submit Assessment 2 via the Assessment link in the main navigation menu in MIS609 Data Management and Analytics. The Learning Facilitator will provide feedback via the Grade Centre in the LMS portal. Feedback can be viewed in My Grades.

Academic Integrity Declaration
I declare that except where I have referenced, the work I am submitting for this assessment task is my own work. I have read and am aware of Torrens University Australia Academic Integrity Policy and Procedure viewable online at http://www.torrens.edu.au/policies-and-forms
I am aware that I need to keep a copy of all submitted material and their drafts, and I will do so accordingly.

Assessment Rubric

Assessment Attributes	Fail (Yet to achieve minimum standard) 0–49%	Pass (Functional) 50–64%	Credit (Proficient) 65–74%	Distinction (Advanced) 75–84%	High Distinction (Exceptional) 85–100%
Visual appeal and presentation of content *Title page included. Adheres to word count requirement. Appropriate use of paragraphs, sentence construction, spelling, and grammar.* **10%**	No title page. Report is written as a block of text with no breaks in between ideas. Separate ideas cannot be clearly discerned. Many errors in spelling or grammar. Does not adhere to the word count requirement.	Title page is included. Paragraphs are used, but large blocks of text with long sentences make it difficult to understand the ideas being conveyed. Spelling or grammar has errors, but meaning remains clear. Does not adhere to the word count requirement.	Title page is included, but is missing key information. One idea or concept per paragraph. Some paragraphs could be more succinctly written. Minor spelling or grammar errors. Adheres to the word count requirement.	Title page is included with most required information. One idea or concept per paragraph with 3 to 4 well-constructed sentences per paragraph. No errors in spelling or grammar. Adheres to the word count requirement.	Title page is included with all required information. Expert use of paragraphs with 3 to 4 well-constructed sentences per paragraph that follow logically from each other. No errors in spelling or grammar. Adheres to the word count requirement.
Knowledge and understanding *Understanding of the key concepts. Application of information to provide clear demonstration of understanding of concepts to the circumstances of the chosen organisation.* **40%**	Lack of understanding of the required concepts and knowledge. Lack of application of academic concepts to the real-world scenario.	Limited understanding of required concepts and knowledge. Some of the key components of the assignment are not addressed. Limited application of the academic concepts to the real-world scenario.	Adequate knowledge or understanding of the required concepts. A reasonable capacity to explain and apply relevant key concepts. Adequate application of academic concepts to the real-world scenario.	Thorough understanding of the key concepts. Discriminates between assertion of opinion and information substantiated by robust evidence. Well-demonstrated capacity to apply academic concepts to the real-world scenario.	Highly developed understanding of the field or discipline/s. Systematically and critically discriminates between assertion of opinion and information substantiated by robust evidence. Effective application of academic concepts to the real-world scenario.

Analysis of the situation and quality of recommendations for next steps *Effective analysis of the situation.* *Quality and level of detail of the recommendations provided.* **35%**	Lack of analysis of the situation to provide clear recommendations. The recommendations are very broad, vague and do not meet the minimum acceptable quality standard.	Limited analysis of the situation to provide clear recommendations. The proposed recommendations are subjective, not detailed, and are of inadequate quality.	Adequate analysis of the situation to provide recommendations. The proposed recommendations are of good quality, detailed and adequately objective.	Well-demonstrated capacity to analyse the situation to provide clear recommendations. The proposed recommendations are of high quality, very detailed and objective.	Recommendations are clearly justified based on the analysis of the situation. The proposed recommendations are of excellent quality, detailed and objective.
Use of academic and discipline conventions *Formal tone. No use of first party perspective. Meets the assignment brief regarding introduction, body, and conclusion.* *Correct citation of resources using APA style of referencing.* **15%**	Poorly written with informal tone, no introduction or conclusion attempted. No use of in-text references, or no reference list at the close of the report. Many mistakes in using the APA style.	Minor errors in the use of first-person pronouns. Introduction and conclusion attempted, bu are very generic and do not include summation of key concepts or recommendations. Little use of in-text referencing. Some mistakes in using APA style.	Written according to academic genre. Sound use of the introduction and conclusion, succeeding in either the summation of key concepts or recommendations, but not both. Good use of in-text referencing. Only minor errors in using the APA style.	Well-written and adhering to the academic good use of the introduction and conclusion. Succeeds in the summation of key concepts discussed and key conclusions or recommendations. Very good use of in-text referencing. No mistakes in using the APA style.	Expertly written and adhering to the academic genre. Excellent use of the introduction, giving the reader a clear sense of the next steps required. Demonstrates expert use of high-quality credible and relevant sources. Excellent and meticulous use of in-text referencing. No mistakes in using the APA style.