



BSBXBD404

ASSESSOR GUIDE

Use big data for operational decision making

Assessment 5 of 5

Presentation

Version 1



Assessment Instructions

Task overview

This assessment task is divided into four (4) parts having seven (7) demonstration activities. Read each question carefully before documenting the demonstration task evidence in the spaces provided. To complete this assessment, you will need the following:

Telecommunications equipment and technology

- A computer installed with the Windows operating system.
- Microsoft Power BI Desktop App - Download and install the free 'Power BI Desktop' app from Microsoft Store: [Downloads | Microsoft Power BI](https://powerbi.microsoft.com/en-au/downloads/) (Long URL: <https://powerbi.microsoft.com/en-au/downloads/>)
- Microsoft PowerPoint – to prepare presentation slides
- Communication platform that helps to organise, present and capture/record virtual meetings with participants (e.g. Zoom, Skype, Microsoft Teams etc.).

Additional resources and supporting documents

- AUS Retail_Stakeholder communication policy [.pdf]
- AUS Retail_Data analysis and reporting policy [.pdf]
- AUS Retail_Presentation Slides_template [.potx]
- Refer to Project Assessment 4, *Part A: Project scenario*, as the same scenario applies to this assessment.

Work files from the previous Assessment 4 Project

As this project assessment is a continuation of the work tasks from the Assessment 4 Project, you will need to have access to the following file you have worked on previously.

- BSBXBD404_04_Data Analysis Report_Yourname_ddmmyyyy.pbix

Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Part A: Scenario and role play instructions

A1. Scenario

You have created the scenario analysis report as requested by AUS Retail's stakeholders, **Karen Jones** and **Daniel Brown**. This report aims to help them work out the two [2] key operational decisions relating to the Sales and Production work areas that would achieve next year's sales revenue goal of \$850,000. The key decisions are to determine the following based on last year's (i.e. 2021) sales data:

- What percentage [%] of the top-selling products should be selected to apply price adjustments for next year?
- What price increase/adjustment percentage [%] should be applied to the selected products to achieve the revenue target [also considering the demand adjustment on non-selected products]?

The stakeholders have informed that they are available anytime next week (i.e. Mon-Fri, 9 AM – 5 PM) for a meeting to finalise the scenario analysis report you have worked on. They are looking forward to understanding your interpretation of the data and how the analysis report can be used to derive the best possible operational decisions. Most importantly they are eager to receive your recommendations on the insights from the analysis.

You are preparing to organise a meeting with the stakeholders so that the insights from the scenario analysis report and your recommendations can be delivered (presented) to them.

You will be referring to and following the organisational and legislative requirements in the 'AUS Retail_ Stakeholder communication policy.pdf' and 'AUS Retail_Data analysis and reporting policy.pdf' documents to prepare for the distribution and presentation of analytical insights. Specifically, you will refer to the following sections of each policy document.

- 'AUS Retail_ Stakeholder communication policy.pdf', sections :
 - '5.3. Presentations'
 - '6. Obtaining feedback from Stakeholders'
- 'AUS Retail_Data analysis and reporting policy.pdf', sections:
 - '8.2 Obtaining dashboard/report functionality feedback (verbal method)'
 - '9.1 Guidelines for delivering insights using interactive dashboards/reports'

A2. Role play instructions

The role play consists of a presentation for relevant stakeholders as outlined by your supervisor's email.

The role-play/meeting must:

- include at least two [2] participants
 - yourself as the analyst, who will present the big data insights
 - another person playing the role of the required stakeholder (e.g. Karen Jones and/or Daniel Brown)
- not exceed **15–20 minutes in duration**
- address all elements of the *Observation Checklist* in **Part C**.

The general instructions for conducting each presentation (role play/meeting) are as follows.

The participants required for the role play may be resourced using one [1] of the following options:

1. Peers you are already working with, in the industry your qualification relates to.
2. Fellow students who will play the role of the relevant stakeholder. Please contact your fellow student/s via the Discussion Forum and coordinate the role-play with them directly.

If you are unable to find a participant/s to play the roles of the stakeholders (Karen Jones and Daniel Brown), for both presentations, contact your Assessor via the Discussion Forum who will discuss options for organising other students to complete this task.

Option 1: Peer participants

- Should you complete these presentations with your peers, you must fully brief each participant, providing them with the context of the presentations outlined in the scenario, the role outlines they will play and a copy of the observation checklist so they can prepare for the recording.
- The peers will need to state their name and job title at the start of the recording to inform consent.

Option 2: Fellow student/s participant

- Fellow student/s participating in the recording must be provided with context to their role and responsibilities in the presentations and have reviewed the assessment task and observation checklist so that they can prepare for the recording.
- The students will need to state their name and that they are a student (as their job title) at the start of the recording to inform consent.

Recording instructions

Your role play must be recorded with all participant/s captured in a virtual room using a system such as Zoom, Skype or Teams.

Consent to participate in the recording must be captured for all participant/s at the start of the meeting. This is achieved by the student reading the following statement at the start of the recording, with all participants replying with their name and job title to inform consent.

"This session/presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participant/s in this session indicate their consent to be included in this recording by stating their name and job title."

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

A3. Files for submission

As preparation for this assessment, create a new folder in your local computer with your name details called 'BSBXBD404_05_Firstname_Lastname'. For example, a folder created by John Smith should have the name *BSBXBD404_05_John_Smith*.

As part of your assessment submission, you must include the following documents within the 'BSBXBD404_05_Firstname_Lastname' folder.

- a. Save the presentation document (e.g. PowerPoint slides) using the following naming convention.
 - ***BSBXBD404_05_Presentation_Slides_yournameinitials_ddmmyyyy***
- b. Save the recording of the presentation using the following naming convention.
 - ***BSBXBD404_05_Presentation_Recording_yournameinitials_ddmmyyyy***

Before submitting the 'BSBXBD404_05_Firstname_Lastname' containing the recordings, convert this folder to a zipped file. See details under 'Submission Instructions' > 'Zipped File Submissions' of this assessment.

Part B: Plan and organise required resources

In this task, you will plan and organise the resources required for presenting big data insights in a format that meets business needs.

Note: All the files you create as part of the tasks in this section should be saved inside the 'BSBXBD404_05_Firstname_Lastname' folder. Refer to section 'A3. Files for submission' of this assessment.

Task:

Plan and organise resources for distributing big data insights and recommendations by completing the following tasks.

B1. Refer to 'AUS Retail_Stakeholder communication policy.pdf' > section '5.3. Presentations' to understand organisational requirements and document formats and templates to be used.

B2. Create 5-8 PowerPoint slides and include relevant insights and trends of the analysis for the presentation in a clear and logical manner using clear, specific and industry-related terminology.

B3. Using the PowerPoint slides, sequence presentation stages efficiently and logically according to the guidelines in 'AUS Retail_Data analysis and reporting policy.pdf' > section '9.1 Guidelines for delivering insights using interactive dashboards/reports'.

Evidence of performing the task:

Your assessment submission 'BSBXBD404_05_Firstname_Lastname' folder must include the PowerPoint file: *BSBXBD404_05_Presentation_Slides_yournameinitials_ddmmyyyy*

Assessor instructions: The PowerPoint slides submitted by the student should indicate that,

- the organisation's recommended PowerPoint template is used to prepare the slides
- the contents of the slides are written using clear language and the sentences are logically organised
- the stages of the presentation are planned efficiently and logically sequenced using the slides (e.g. Slide 1 - introduction, Slides 2-5 body: dashboard demos, Slide 6 - conclusion, Slide 7 - forum/questions/feedback)

Part C: Finalise and distribute recommendations

To complete this part of the assessment, you are required to:

- use the presentation resources (PowerPoint slides) you have created in Part B
- use the scenario analysis report (i.e. interactive Power BI dashboard) from your previous assessment *BSBXBD404_04_Project*
- use appropriate technology platforms (Microsoft Power BI Desktop, Microsoft PowerPoint slides and other presentation platforms Microsoft Teams/Zoom/Skype) to present big data
- follow the roleplay instructions provided in section 'A2. Role play instructions' of this assessment.

Responsibilities of role-play participants:

Consider the following expectations of each role:

- **Operations Analyst (Your role):** follows organisational policy and procedures when presenting data insights and obtaining stakeholder feedback.
- **Karen Jones and/or Daniel Brown:** Listens to, observes and engages in conversation during the presentation. Provides feedback on the presentation.

Task:

C1. Present big data insights and trends to the relevant stakeholder using presentation format/s and technology platforms that serve best to visualise the insights. This must include:

- a. PowerPoint slides with the planned logical structure and sequence of the presentation
- b. Power BI interactive dashboard [Revenue Scenario Analysis Dashboard].

C2. Demonstrate that you have integrated the previously obtained feedback (received via email, in Assessment 4), into the latest version of the interactive dashboard [Revenue Scenario Analysis Dashboard].

C3. Provide recommendations on the following two (2) different operational decisions in AUS Retail's Sales and Production work areas, using the scenario analysis dashboard.

- What percentage (%) of the top-selling products should be selected to apply price adjustments for next year?
- What price increase/adjustment percentage (%) should be applied to the selected products to achieve the revenue target (also considering the demand adjustment on non-selected products)?

C4. Seek feedback/input from the relevant stakeholder on presented big data by demonstrating the ability to:

- a. ask open and closed probing questions to reaffirm/confirm:
 - i. the objective/purpose of the dashboard/report
 - ii. the operational decision-making requirements
 - iii. the nature and scope of reporting requirements
- b. actively listen when consulting the stakeholder
- c. follow organisational policies and procedures. Refer to:
 - i. 'AUS Retail_Stakeholder communication policy.pdf' > section '6. Obtaining feedback from stakeholders'.
 - ii. 'AUS Retail_Data analysis and reporting policy.pdf' > section '8.2 Obtaining dashboard/report functionality feedback (verbal method)'

Note: Use the checklist given in Part C of this assessment as a guideline to ensure that you demonstrate all required items in the video recording.

Evidence of performing the task:

Your assessment submission 'BSBXBD404_05_Firstname_Lastname' folder must include the presentation recording file: *BSBXBD404_05_Presentation_Recording_yournameinitials_ddmmyyyy*.

Part D: Observation Checklist

The following observation checklist will be used by your Assessor when marking the roleplay demonstration video recording you have submitted.

You may use this checklist as a guideline to ensure that you demonstrate all required items in the video recording.

Assessor instructions: Tick off the list of sub-tasks (where applicable) as the students complete them. Once each item in the checklist is completed (as demonstrated in the video recording), indicate S/NS using the correct column of the checklist. Additional comments are to be recorded in the 'Comments' row at the bottom of the checklist. Assessor instructions are provided within each observation item (where required) in 'red'.

Table 1 - Observation Checklist

OBSERVATION CHECKLIST <i>(To be completed by the Assessor while watching the video recording submitted by the student, as they deliver their recommendations and seek input from the stakeholders.)</i>		Assessors are to indicate the result as Satisfactory (S) or Not yet Satisfactory (NS)	
		Satisfactory (S)	Not yet Satisfactory (NS)
1.	<p>Efficiently presented/distributed recommendations of the big data insights and trends to required stakeholders using logically sequenced presentation stages.</p> <p>The structure of the presentation is likely to include slight variations from the guidelines provided. However, an acceptable demonstration must include 4 stages as follows in the correct order:</p> <ul style="list-style-type: none"> ○ Step 1: Begins the presentation with a greeting and introductions. Briefly outlines the purpose/objective of the presentation. ○ Step 2: Demonstrates the interactive dashboard of the scenario analysis report. ○ Step 3: Provides a summary/conclusion of the presented insights and delivers recommendations ○ Step 4: Allows time for a Q&A/forum session. 	<input type="checkbox"/>	<input type="checkbox"/>
2.	<p>Interpreted and used AUS Retail's big dataset (via Revenue Scenario Analysis Dashboard) as the basis for making two (2) different operational decisions.</p> <p><input type="checkbox"/> #1. Decide on the product range to be selected for applying price increases</p> <p>Provides recommendations on the optimum product range to be selected applying the 80/20 rule.</p> <p><input type="checkbox"/> #2. Decide on the price increase percentage to apply on selected products (also considering the demand variation on non-selected products) that achieves the revenue target 850K.</p> <p>Provides recommendations on the % Price Adjustment value and Demand adjustment value. Demonstrates that the combination of these values achieves the target of 850K revenue.</p>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<p>Integrated feedback into the scenario analysis dashboard</p> <p>Explains and demonstrates the changes made to the interactive dashboard pages from the previous feedback received from the stakeholders [as part of Assessment 4].</p>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<p>Obtained feedback from the relevant stakeholders.</p> <p><input type="checkbox"/> Asked open and closed probing questions</p> <ul style="list-style-type: none"> • asks for clarification on information relevant to the presented data insights using: <ul style="list-style-type: none"> ○ open questions [e.g. What are your comments on the interactive dashboard?] ○ closed questions [e.g. Does the interactive dashboard meet your requirements?] • responds with relevant information 	<input type="checkbox"/>	<input type="checkbox"/>
5.	<p>Actively listened to the relevant stakeholders when consulting for their opinion and comments</p> <ul style="list-style-type: none"> • Eye contact • Note-taking • Non-verbal responses - uses appropriate facial expressions such as nodding and smiling to show they are listening • Verbal clarification [sounds] • Focuses on the words spoken by the other person • Refrains from interrupting the person speaking 	<input type="checkbox"/>	<input type="checkbox"/>

OBSERVATION CHECKLIST <i>[To be completed by the Assessor while watching the video recording submitted by the student, as they deliver their recommendations and seek input from the stakeholders.]</i>		Assessors are to indicate the result as Satisfactory (S) or Not yet Satisfactory (NS)	
		Satisfactory (S)	Not yet Satisfactory (NS)
6.	Used appropriate technology platforms and formats to present big data. <ul style="list-style-type: none"> <input type="checkbox"/> Power BI Desktop – to present interactive dashboards and other models (drill-through report and tooltip pages) <ul style="list-style-type: none"> • uses interactive dashboards and reports in Power BI format and AUS Retail's dashboard/report templates. <input type="checkbox"/> Microsoft PowerPoint – to present slides <ul style="list-style-type: none"> • uses AUS Retail's presentation template <input type="checkbox"/> Microsoft Teams/Zoom/Skype – to conduct the meeting 	<input type="checkbox"/>	<input type="checkbox"/>
COMMENTS [Assessor to add comments related to the achievement of the observation requirements above]			

Assessment checklist:

Students must have completed all activities within this assessment before submitting. This includes:

Part B: Plan and organise for presenting big data insights		
B1, B2, B3	Submitted the PowerPoint file: <ul style="list-style-type: none"> • BSBXBD404_05_Presentation_Slides_yournameinitials_ddmmyyyy 	<input type="checkbox"/>
Part C: Finalise and distribute recommendations		
C1, C2, C3, C4	Submitted the video recording of the presentation. <ul style="list-style-type: none"> • BSBXBD404_05_Presentation_Recording_yournameinitials_ddmmyyyy 	<input type="checkbox"/>



Congratulations you have reached the end of Assessment [5]!

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