This assignment is an individual assignment. This assignment requires you to use the company assigned to you by your lecturer in the first attempt: (Airline, Car manufacturing & Hotel industry in UK) and write a report which answers the following questions: 1. Identify and explain the value of business analytics to your chosen organisation in relation to the following areas: a. Customers b. Suppliers c. Forecasting [30 marks] 2. Identify and explain the appropriate types of data (minimum of 3) that would be needed by management to assess the performance of the sales department in your business. [30 marks] 3. Reviewing the current operations of your chosen company, recommend a mimimum of three changes that are needed for your company going forward to fully maximize the benefits of business analytics. [40 marks] Criteria for Assessment Grade Boundary Assessment Criteria or Element 0-19% 20-39% 40-49% 50-59% 60-69% 70-79% 80-100% Task 1, 2, and 3. -Demostration of knowdedge and understanding of subject matter. -Critical writing, presnettaion and references. Very poor/No evidence The work shows a complete failure to meet the requirements of the assignment. There is no link to the questions with limited understanding of the requirements and demonstrates little knowledge or evidence of relevant application. There are numerous fundamental errors in understanding and/or presentation of the material. Structure and presentation are poor. Spelling and grammar are poor. Poor/Inadequate The work submitted includes limited understanding and of business analytics.There is limited relevant content and little evidence of application to the questions. The report is unprofessional in presentation with some grammar and spelling mistakes. There may be fundamental errors to the report including poor structure and a lack of flow. Satisfactory The work is incomplete with limited and basic understanding of the value of business analytics to business functions and its use by management to assess performance. Not all the questions have been fully answered. The report could be structured more coherently. There are spelling mistakes, poorly structured sentences and/or grammatical mistakes making the work difficult to understand. General statements, which lack explanation. Good The work submitted demonstrates a reasonable understanding and explanation of using business analytics to specified business functions as well as to the types of data and charts needed by management to assess performance of the sales department. Recommendations with relevance to business analytics are well discussed. Some errors may be present. In addition the assignment may not be particularly well structured, and/or clearly presented. It contains some spelling mistakes and grammatical errors. Very good The work submitted demonstrates a good understanding and explanation of the value of using business analytics to specified business functions as well as to the types of data and charts needed by management to assess performance of the sales department. Recommendations with relevance to business analytics are well discussed. The assignment will be well organized, professionally written and presented with few errors. Excellent The work submitted shows an excellent level of identification and explanation of the value of using business analytics to specified business functions as well as to the types of data and charts needed by management to assess the performance of the sales department. Minimum of 3 recommendations with relevance to business analytics are discussed in an excellent way. The assignment must be written in a professional, clear, well-structured and coherent style Outstanding The work submitted shows an outstanding level of identification and explanation of the value of using business analytics to specified business functions as well as to the types of data and charts needed by management to assess the performance of the sales department. Minimum of 3 recommendations with relevance to business analytics are discussed in an excellent way. The assignment must be written in a professional, clear, well-structured and coherent style. This assignment is designed to assess learning outcomes: LO1. Define and evaluate key concepts of business analytics. LO2: Critically apply business analytical skills in business cases. LO3: Critically apply and interpret the outputs of data mining models and forecasting results for end-users. LO4: Solve managerial problems and make systematic decisions by applying business data analysis techniques. Word Count The word count is 2200