

Sydney International School of Technology and Commerce

ICT 205 Data Analytics Assessment 2

Marks	30 marks
Objectives	LO1, LO2, LO3, LO4,LO5
Submission Date	Week 11, 28/9/20 Friday by 11.30pm
Submission	A soft copy must upload on LMS by 28/9/2020 before midnight
Approximately hours required	20 hours depending on the student's language proficiency, skills and academic abilities.
Assignment Type	Individual
Minimum Length	Number of words: Minimum 1500 and maximum 2000 (excluding references, attached article pages if any, and title pages) with the word ranges for each report clearly specified
Referencing	Harvard Referencing Style
Format	Time New Roman, Font Size 12, 1.5 line spacing
Penalty for Late Submission	If you submit your assessment late without obtaining an approval from the unit coordinator. a 10% of the total marks for the item for each day late (excluding weekends and public holidays).

	After a period of five working days, a student will receive a mark of zero for the assessment. The assessment must be submitted in order to prevent a Fail Incomplete being recorded on the student's academic transcript.
Backup	Students need to keep multiple backups as non-submission or late submission due to lost or corrupt files will attract penalties as detailed in the unit outline

Case Study

Super Rating is an Australian-based food product review company. The founder is Mr. Roman King. The goal of setting up the review platform is to compare suppliers who provide or manufacture the same product but have been unable to win the interest of consumers. In May, the chief executive officer (CEO) of Oishii Ramen, Mr. Takashi Hajita, said he wanted to launch a new yet similar brand of ramen in the food market. However, he is very concerned about whether consumers will accept the new ramen recipe and brand. He needs insight data from Super Rating to update him so that he can engage in strategic decision-making.

In fact, Mr. Hajita is aware of other ramen brands, including Azami, Western Family, Urban Noodle, Koyo, Master Kong, Maggi, Nissin, etc. Some of the brands have received good reviews, whereas others have failed to obtain good reviews from customers. Data analytics is essential for guiding Mr. Hajita to make a good decision based on the following:

1. Which are the most popular types of ramen, and why do people like them?
2. What factors must be taken into consideration to establish a new ramen recipe?
3. How does culture play a role in food products?

You have been working for the company Super Rating as a data analyst for six months, and Mr. King wants you to write and submit a report to him based on the following criteria:

1. From the spreadsheet, briefly discuss the product reviews and explaining how you can interpret each product review correctly. Do the reviews on the spreadsheet suffice enough to help you to analyse ramen's sales performance objectively at the country level? If yes, please explain. (2 marks)
2. The CEO OF Oishii Ramen would like to know if the ramen packaging style contributes to influencing consumers' purchasing power? Does culture play a significant role in terms of packaging style? Justify your findings by showing two dashboards and explaining your rationale. (3 marks)
3. In what way can Oishii Ramen's headquarters use the rating and which rating is the most appropriate for them ? (2 marks)
4. Suggest a technique that you can use to demonstrate to the CEO the popularity of ramen in the country, and justify and show your method with evidence. (3 marks)

5. How reliable is the ramen ranking to the CEO if it is chosen to review the business's sales performance or growth? (2 marks)
6. During the investigation, you want to propose some brands to discontinue. Which ramen brands would you suggest for discontinuation? Justify your answer. (4 marks)
7. Compare the reviews of ramen in Japan and Korea. Are there any similar reviews? If so, prove it. (4 marks)
8. Do Asia, Australia, and America have foods that taste similar to ramen? (2 marks)
9. If the new CEO would like to introduce a new ramen recipe in the Nepal and India markets, what recommendations would you make to him? (4marks)
10. Show three dashboards: 1. Which country has the most reviews? 2. Which country has the fewest reviews? 3. Which consumer ratings did consumers click that apply to all countries? (2 marks)
11. Due to the limited data on the review spreadsheets, what other fields would you recommend adding to the spreadsheet to provide more precise information to Mr. Hajita to help him to find out about ramen's poor review? And what sort of data or information do you think Mr. Hajita must know before he executes his strategic plan to discontinue an old ramen product and launch a new ramen product? Justify which countries need a new ramen flavour launch? (2 marks)

Marking Criteria	High Distinction (25-30)	Distinction (22.5-24.5)	Credit (19.5-22)	Pass (15-21.5)	Fail 0-14.5
1. Discuss the product reviews and explaining how you can interpret each product review correctly. (2 marks)	Very good explanation on the product review	Good explanation on the product review.	Incomplete explanation on the product review.	Inconsistent explanation on the product review.	Incorrect explanation on the product review.
2. Justify your findings by showing two dashboards and explaining your rationale. (3 marks)	Well justification and showing two dashboards.	Justification provided and showing two dashboards.	Incomplete justifications and showing two dashboards.	Inconsistent justifications and showing two dashboards.	Incorrect justification and showing no dashboards.
3. In what way can Oishii Ramen's headquarters use the rating and which rating is the most appropriate for them? (2 marks)	Very good explanation on the rating	Good explanation on the rating	Incomplete explanation on the rating	Inconsistent explanation on the rating	Incorrect explanation on the rating
4. Suggest a technique that you can use to demonstrate to the CEO the popularity of ramen in the country, and justify and show your method with evidence. (3 marks)	Very good explanation on the technique by showing supporting evidence	Good explanation on the technique by showing	Inconsistent explanation on the technique by showing supporting evidence	Incomplete explanation on the technique by showing supporting evidence	Incorrect explanation on the technique by showing supporting evidence

		supporting evidence			
5. How reliable is the ramen ranking to the CEO if it is chosen to review the business's sales performance or growth? (2 marks)	Very good explanation on the ramen ranking to review of the business's sales performance an growth	Good explanation on the ramen ranking to review of the business's sales performance an growth	Inconsistent explanation on the ramen ranking to review of the business's sales performance an growth	Incomplete explanation on the ramen ranking to review of the business's sales performance an growth	Incorrect explanation on the ramen ranking to review of the business's sales performance an growth
6. During the investigation, you want to propose some brands to discontinue. Which ramen brands would you suggest for discontinuation? Justify your answer. (4 marks)	Very good Justifications	Good Justifications	Inconsistent Justifications	Incomplete Justifications	Incorrect Justifications
7. Compare the reviews of ramen in Japan and Korea. Are there any similar reviews? If so, prove it. (4 marks)	Very good reviews	Good reviews	Inconsistent reviews	Incomplete reviews	Incorrect reviews
8.Do Asia, Australia, and America have foods that taste similar to ramen? (2 marks)	Very good reviews	Good reviews	Inconsistent reviews	Incomplete reviews	Incorrect reviews

9.If the new CEO would like to introduce a new ramen recipe in the Nepal and India markets, what recommendations would you make to him? (4marks)	Very good recommendations	Good recommendations	Inconsistent recommendations	Incomplete recommendations	Incorrect recommendations
10.Show the three dashboards: 1. Which country has the most reviews? 2. Which country has the fewest reviews? 3. Which consumer ratings did consumers click that apply to all countries? (2 marks)	Very comprehensive 3 Dashboards	Comprehensive 3 Dashboards	Inconsistent 3 Dashboards	Incomplete 3 Dashboards	Incorrect 3 Dahboards
11.Due to the limited data on the review spreadsheets, what other fields would you recommend adding to the spreadsheet to provide more precise information to Mr. Hajita to help him to find out about ramen's poor review? And what sort of data or information do you think Mr. Hajita must know before he executes his strategic plan to discontinue an old ramen product and launch a new ramen product? Justify which countries need a new ramen flavour launch? (2 marks)	<p>Well justified on appropriate fields requirements.</p> <p>Good information provided to the CEO</p> <p>Good recommendation of a country to adopt the new Ramen flavour.</p>	<p>Justified on appropriate fields requirements.</p> <p>Adequate information provided to the CEO</p> <p>Reasonable recommendation of a country to adopt the new Ramen flavour.</p>	<p>Justified on appropriate fields requirements.</p> <p>Sufficient information provided to the CEO</p> <p>Good recommendation of a country to adopt the new Ramen flavour.</p>	<p>Partial justified appropriate fields requirements.</p> <p>Lack of good information provided to the CEO</p> <p>Good recommendation of a country to adopt the new Ramen flavour.</p>	<p>Incorrect justified on appropriate fields requirements.</p> <p>Good information provided to the CEO</p> <p>Good recommendation of a country to adopt the new Ramen flavour.</p>