## MPU3373 A\* Gen Careers in Malaysia and Beyond

**Analytics Report Guidelines**

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| **Due date:** | Friday, 18th June by 5:00 pm |
| **Value:** | 30% |
| **Late Submission Penalty:** | \*Please refer to the departmental policies. |

#### Rationale

This assignment assesses the following learning outcomes:

CLO 2: apply analytical skills to analyse a data set that is relevant to their field of study. (C4, PLO7)

#### Requirements

You are required to form a group of a maximum of FOUR (4) students and download the given data set and perform basic descriptive analytics on it and produce an analytics report.

Problem Statement

You have been given a data set about computer and internet activities among the Malaysian population. This data is obtained from the [Department of Statistics Malaysia](https://www.dosm.gov.my/v1/index.php?r=column/cthemeByCat&cat=395&bul_id=OWUvVnV5SHI2WFU2VFhnQ2ZjTm1Bdz09&menu_id=amVoWU54UTl0a21NWmdhMjFMMWcyZz09) and has been cleaned and adapted to make it easier for you to perform the analysis. As a group, discuss what kind of analysis you would like to perform on the data set. The data consists of:

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| --- |
| Type : Computer or Internet Skill |
| Category: Category of Skill |
| Level: Basic, Intermediate or Advanced |
| Skill: The name of the skill that was surveyed |
| Age Group: Age group that was surveyed |
| Year: The year of the survey. Only two years were available |
| Percentage: Percentage of individuals in that are familiar with this skill |

As a group, you are required to decide how you would like to analyse this data set by considering the given categorical and numerical variables. You should filter the data, to only focus on skills that are most relevant to your field of study.

Each student must perform the exploratory analysis and descriptive analytics to create two data visualizations using the data set and provide analysis and interpretation of their visualizations. As a group you should provide your conclusions.

The report must consist of the following sections but you may add other subheadings as necessary. Please refer to the marking scheme for more details. Use font size 12, single-spaced.

**HELP Assignment Cover Page**

*Please add all team members’ names and StudentIDs.*

**Title page**

*Provide a suitable title for your report.*

**Executive Summary**

*You should write this last, as it is a high level summary of your entire report and should not be more than one page.*

**Introduction**

*Provide an introduction to the data set that has been given to you based on the description in the problem statement above and further exploration and research of the source of the data.*

**Objective of Analysis**

*Discuss what you would like to explore about the data set, and how you would filter the data set in order to perform this exploration and analysis. Justify your approach in terms of your field of study.*

**Visualizations and Analysis (each student to create two visualizations and provide analysis and interpretation of the visualizations)**

*Use R plotting and exploratory analysis functions to analyse the data that you have filtered individually.*

**Conclusion that combines interpretation of all students**

*Integrate all the individual analysis and discuss whether you have achieved the objectives of the analysis that was described in the beginning of the report.*

**Appendices:**

*Include all the R scripts for each student – indicate clearly by studentID and name.*

*Include a reference list in APA format for any sources that you have referred to or cited.*

**Submission:** Submit to the submission link on the LMS.

**Analytics Report Marking Rubric Group Marks (60%)**

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| **Criteria** | **Poor**  **(0 – 5)** | **Below Expectations**  **(6 – 10)** | **Meets Expectations**  **(11 – 15)** | **Exceptional**  **(16 – 20)** | **Marks Awarded** |
| Format and Organization  Report is well formatted  Table of contents, executive summary correctly presented | Report does not follow recommended format. Many spelling and formatting errors | Inconsistencies with format of report. Discussion does not integrate all team members’ work well, contributions appear to be unbalanced. | Report follows recommended format.  Attempt to integrate team members’ work and contributions appear to be equal. | Report is organized well and flows smoothly between sections.  Contributions from each team member is well integrated. |  |
| Introduction and Objectives  Introduction to the data set used  Objectives of the analysis | Does not introduce the data set or the approach to the selection of the data.  Objectives of the analysis vague. | Introduction does not provide an introduction or approach to filtering the data set.  Objectives not relevant to the data set. | Introduction and context presented. Objectives clearly stated. Selection and filtering of data discussed | Introduction and objectives consistent and clear. Selection and filtering of data explained and justified clearly. |  |
| Conclusion  Summary and recommendations based on the analysis | Conclusion does not match discussion of provided in the analysis. | Conclusion includes ideas and points not discussed in the analysis | Conclusion is a summary of all students’ analysis | Good conclusion that evaluates whether objectives of the report were met through the analysis of the data set, and provides recommendations based on the analysis. |  |
| **Total GROUP marks (A)** | | | | |  |

**Individual Marks (40%) – one marksheet per student**

**StudentID:**

**Student Name:**

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| **Criteria** | **Poor (0 – 5)** | **Below Expectations (6 – 10)** | **Meets Expectations (11 – 15)** | **Exceptional (16 – 20)** | **Marks Awarded** |
| Data Visualization  Two visualizations provided  R Scripts provided in appendix | Basic visualizations are provided  Title, heading, labels missing.  R Script not provided or labelled with studentID / name | Visualizations provided but not related to objective of analysis.  Title and headings not descriptive.  R Scripts not labelled with studentID/name | Two different types of visualizations presented, generally appropriate for the objectives of the analysis.  Title, headings and labels are clear  R Script provided in appendix with studentID/name | Distinctly different visualizations are presented which are both significant to the objectives of the analysis.  Designs are attractive with good use of colour, show originality  Title, headings and labels are appropriately sized, spelled correctly.  R Script provided in appendix with comments |  |
| Analysis and Interpretation  Analysis based on visualizations  Insights obtained based on the analytics | The analysis provided does not match the visualizations provided.  Discussion is vague and difficult to follow. | Basic discussion presented, no additional explanation or insights on the visualizations. | Some analysis of the visualizations with explanations and how it relates to the objectives of the report. | Good Insights provided on the visualizations, relevant to the objectives of the report. |  |
| **Total INDIVIDUAL marks (B)** | | | | |  |
| **Group Marks (A)**  **If no individual part is submitted, the Group Marks awarded will be ZERO (0)** | | | | |  |
| **Total Marks (A + B)** | | | | |  |
| **Late Submission Penalty** | | | | |  |
| **FINAL MARKS** | | | | |  |

A picture containing text, clipart

Description automatically generated **Assignment Cover Sheet**

Assignment No.: \_\_\_\_\_

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| **Student Information (For group assignment, please state names of all members)** | | **Grade/Marks** |
| **Name** | **ID** |  |
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| **Module/Subject Information** | | **Office Acknowledgement** |
| **Module/Subject Code** |  |  |
| **Module/Subject Name** |  |  |
| **Lecturer/Tutor/Facilitator** |  |  |
| **Due Date** |  |  |
| **Assignment Title/Topic** |  |  |
| **Intake (where applicable)** |  |  |
| **Word Count** |  | **Date/Time** |

**Declaration**

* I/We have read and understood the Programme Handbook that explains on **plagiarism**, and I/we testify that, unless otherwise acknowledged, the work submitted herein is entirely my/our own.
* I/We declare that no part of this assignment has been written for me/us by any other person(s) except where such collaboration has been authorized by the lecturer concerned.
* I/We authorize the University to test any work submitted by me/us, using text comparison software, for instances of plagiarism. I/We understand this will involve the University or its contractors copying my/our work and storing it on a database to be used in future to test work submitted by others.

Note: 1) The attachment of this statement on any electronically submitted assignments will be deemed to have the same authority as a signed statement.

2) The Group Leader signs the declaration on behalf of all members.

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| Signature: | Date: |
| E-mail: |  |

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| **Feedback/Comments\*** |
| **Main Strengths** |
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| **Main Weaknesses** |
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| **Suggestions for improvement** |
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|  | **Student acknowledge feedback/comments** |
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| Grader’s signature | Student’s signature: |
| Date: | Date: |

Note:

1. A soft and hard copy of the assignment shall be submitted.
2. The signed copy of the assignment cover sheet shall be retained by the marker.
3. If the Turnitin report is required, students have to submit it with the assignment. However, departments may allow students up to **THREE** (3) working days after submission of the assignment to submit the Turnitin report. The assignment shall only be marked upon the submission of the Turnitin report.

\*Use additional sheets if required.

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