This is the detail for summative assessment 1 for the DHICT module:

A1 – MS Excel task

Due Date: Week 7 via Blackboard

Wordcount: N/A

Weighting: 50%

This would be an individual assignment.

This assessment is a good opportunity to test your level of competency in data collection analysing data using ICT.

Instructions:

1. Choose one research topic or case study from the list provided below
2. Based on the chosen topic, obtain relevant raw data for sampling and analysis. **Students will be taught how to collect data in week 3/4**.
3. Use MS Excel to manipulate the raw data with various statistical techniques and communicate the information and analysis.
    i. You need to calculate the percentage/ratio/fraction (whichever appropriate) with respect to your data.
    ii. **You must** use the Statistical techniques (mean, median and mode) using the Excel functions, such as AVERAGE, MEDIAN and MODE to display relevant information.
    iii. **You must** also leverage on the Excel AutoSum features (SUM, AVERAGE, COUNT, MAX and MIN) for data manipulation in order to display the relevant information.
    iv. **You must** use using relevant chart(s) to express your solving. **Your charts must** have an appropriate chart title, with data labels on the outside end, a legend on the right side, X axis label, and Y axis label.
4. Briefly explain your findings and analysis.

Submission Instructions:

- Turnitin on Blackboard Please save the file as student ID_DHICT (E.g.: 21236799_DHICT)

- File format: MS Excel Submission:

Research Topics

1. **Netflix – Netflix.com**

Netflix is a Video On Demand (VOD) service. This means that Netflix build a good collection of movies and viewers can subscribe to watch interested Movie/TV show online and offline for downloaded contents. Netflix mainly generates revenue either through subscription model and in 2016, the streaming content provider has a market value of $100 billion, 120 million streaming subscribers globally and consumer based in nearly 190 countries. As of 2021, Netflix has over 11,300 employees.

Type of Data To Collect: Find a data that can help you analyse Netflix's corporate culture. Your data may focus on employee engagement, marketing, subscribers statistic etc.

2. **McDonalds - mcdonalds.com**

McDonald's has more than 1,270 restaurants in the UK and employs more than 120,000 people who work together to combine great tasting food, made from high quality ingredients with service that the customers know and trust. In 2017, McDonald's announces rollout of both fixed and flexible contracts to all its UK employees by the end of the year.

Type of Data To Collect: Find a data that can help you analyse McDonald's use of technology to improve their business. Your data may focus on customer service, branding, sustainability, employee engagement, sales, profit and loss, customer statistic, etc.

3. **Facebook – facebook.com**

Facebook, now known as 'Meta ', is a social media platform, build technologies that help people connect with friends and family, find communities, and grow businesses. In 2015, Facebook announced support for the increasing representation in workplaces and supporting minority-owned businesses.

Type of Data To Collect: Find a data that can help you analyse Facebook's use of technology to improve their business. Your data may focus on branding, users statistic, expansion, diversification, etc.

4. **Google – Google.com**

Google is an American multinational technology company, provides products and services across diverse areas including, advertising, cloud computing, software, hardware and mainly known as a search engine for users to find useful information. Google's vision is to organise the world's information and make it universally accessible and useful. As of 2021, Google has 139,995 employees.

Type of Data To Collect: Find a data that can help you analyse Google's contribution to the digital world and the world's data and information usage. Your data may focus on number of users, users demography, products and services, branding, marketing and advertisement statistic, etc.

5. **Covid-19 – who.int**

Coronavirus disease (COVID-19) is an infectious disease caused by the SARS-CoV2 virus. Most people infected with the virus will experience mild to moderate respiratory illness and recover without requiring special treatment. However, some will become seriously ill and require medical attention. Older people and those with underlying medical conditions like cardiovascular disease, diabetes, chronic respiratory disease, or cancer are more likely to develop serious illness. Anyone can get sick with COVID19 and become seriously ill or die at any age. The best way to prevent and slow down transmission is to be well informed about the disease and how the virus spreads. Protect yourself and others from infection by adhering to latest hygiene and health and safety policy.

Type of Data To Collect: Find a data that can help you analyse the impact of Covid19 on business and other sectors. Your data may focus on infection rate, vaccination statistic etc.

Note: If you want to choose a selected topic outside these provided case study, speak to your tutor to get approval.

Assessment Criteria:

Assessment criteria	Maximum Marks %
Understanding of topic Brief description on what this data is about.	10%
Raw Data Presentation Choose appropriate data for sampling. Present the raw data on the spreadsheet, using Excel function, such as **auto-format.** Label the raw data accordingly.	20%
Statistical Techniques Convert the raw data into meaningful information, using **mean**, **median** and **mode.**	20%
Data Manipulation Using Excel functions such as **Auto-sum formula** (Sum, Average, Count, Max and Min). **Percentage/Decimal/Fraction/Ratio** (whichever is appropriate) to manipulate the data **Communicate the information using Visual.**	20%
Representations Present the data in appropriate types of chart(S)	20%
Conclusions Discuss the conclusions by interpreting the obtained data using the above information.	10%
Total	100%

Additional Notes:

- Spreadsheet must be professionally designed with required formulas/features and formulae must be evidenced. **Advanced feature/functions** of Excel used appropriately if required.
- **Labels of the columns and rows of Excel spreadsheet(s)**, must be clearly shown

- Table(s) must be professionally displayed.
- Chart(s) must be clearly labelled with correct headings and legend.
- Commentary or analysis must be specific.
- Headings/Sub-heading must be used when appropriate.