

Assessment 2 Information

Assessment 2 Information

Subject Code:	MBA633
Subject Name:	Real-world Business Analytics and Management
Assessment Title:	Data infographic and forecasting
Assessment Type:	Data infographic flyer
Length:	Infographic and short Analytical Rationale: 800 words (+/- 10% allowable range)
Weighting:	40%
Total Marks:	100
Submission:	Via Turnitin in myKBS
Due Date:	Week 10 In-class

Your task

You are required to participate in an in-class activity to create an infographic supported by a 800-word analytical rationale addressing a business problem.

Assessment Description

In this individual assessment, students will have the opportunity to analyse and evaluate the results of data-rich decision-making strategies. More importantly, students will practise preparing and analysing data-rich reports as a cornerstone of business decision-making, using tangible and intangible resources in digital data management.

Assessment Instructions

During the [Week 10 workshop](#), you must participate in an [in-class activity](#) to prepare and create a data-rich infographic using one of your preferred business intelligence or data analytics tools (Power BI, Tableau, Excel, etc.) to submit at the end of your class (week 10).

Let's imagine you are working as a Business Intelligence Analyst for Kaplan Hotels. Your task is to improve the hotel's performance by understanding customer demand patterns and supporting management decision-making. At the beginning of your class in week 10, your workshop facilitator will provide you with:

- Kaplan Hotels customer dataset, and
- A data-rich executive report based on that dataset at the start of the activity.

Once received, you are required to individually:

- Critically analyse and evaluate the data-rich report provided in this assessment by evaluating the effectiveness of its insights and visualisations,
- Identify limitations and opportunities for improvement in how the data has been analysed and communicated.

- Perform data visualisation and analysis using the dataset to generate deeper insights into customer demand.
- Create an improved data-rich infographic that tells a coherent and compelling business story about Kaplan Hotels' customer demand and business performance.
- Forecast the number of guests for the **first quarter of 2026** and present the results visually in your infographic.

Upon completion of the in-class activity, you must submit your data-rich infographic and a short analytical rationale. Your infographic and analytical rationale submission should be structured as follows. Each section should be visually represented in the data infographic and supported by a concise analytical rationale that explains your choices and interpretations.

1. Analysis, evaluation and improvement of the original data-rich report

Begin by analysing and evaluating the key findings, visualisations, and business story presented in the provided data-rich report. You should explain how your redesigned infographic improves these insights to better support business decision-making and strategic direction for Kaplan Hotels.

2. Data Preparation and Analysis Approach

Explain and justify the data preparation and analysis process, including data cleaning, data transformation, data selection, and data modelling, and demonstrate how these steps enhance the reliability and quality of the data-rich reporting.

3. Time Series Analysis of Customer Demand

Analyse customer demand using time-series concepts such as trends, seasonality, and irregular components, and interpret their implications for hotel operations and strategic planning.

4. Forecasting Method and Results

Your infographic must present and justify an appropriate forecasting method to predict the number of guests for the first quarter of 2026, and illustrate the forecasting results clearly using graphical plots.

5. Business Implications and Strategies

Interpret the forecasting results in relation to business decision-making, specifically addressing implications for staffing decisions, marketing strategy, and capacity and resource planning.

Relevant sources of information should support your justifications and recommendations, and your original work on the dashboard and forecasting in BI tools must be demonstrated. **You must use at least five (5) sources of information.** These may include websites, social media sites, industry reports, census data, journal articles, and newspaper articles. These references should be presented as in-text citations and a reference list at the end of your written analysis (not included in the word limit). Wikipedia and other 'popular' sites are not to be used.

Ethical Use of Generative Artificial Intelligence

The assessment tasks in this subject require you to demonstrate your learning, and while the use of generative artificial intelligence is not prohibited at Kaplan Business School, it is important to understand that information generated by GenAI tools, such as ChatGPT, Copilot, and DALL-E, may be unreliable, inaccurate, and incorrect.

Therefore, you must ensure you use these tools cautiously and only as an aiding tool to help you find relevant sources of information or form an understanding of a concept or theory. In doing so, you must acknowledge GenAI use via appropriate in-text citation and referencing.

COMMONWEALTH OF AUSTRALIA Copyright Regulations 1969

This material has been reproduced and communicated to you by or on behalf of Kaplan Business School pursuant to Part VB of the Copyright Act 1968 ('Act'). The material in this communication may be subject to copyright under the Act. Any further reproduction or communication of this material by you may be the subject of copyright protection under the Act. Kaplan Business School is a part of Kaplan Inc., a leading global provider of educational services. Kaplan Business School Pty Ltd ABN 88 068 181 947 is a registered higher education provider CRICOS Provider Code 02426B.

Assessment Information

Assessment Submission

This file must be submitted as a 'Word' document to avoid any technical issues that may occur from an incorrect file format upload. Uploaded files with a virus will not be considered as a legitimate submission. MyKBS will notify you if there is an issue with the submitted file. In this case, you must contact your workshop facilitator via email and provide a brief description of the problem and a screenshot of the MyKBS error message. You are also encouraged to submit your work well before the deadline to avoid any possible delay due to technical difficulties that may occur.

Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Table 1 unless approval in advance has been granted.

Number of days late	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the total marks available.
10 - 14 days	50% deducted from the total marks available.
After 14 days	Assignments submitted more than 14 calendar days after the due date will not be accepted and the student will receive a mark of zero for the assignment(s) unless special consideration, reasonable adjustment or an alternative factor related to compassionate circumstances is approved and applied.

**Assignments submitted at any stage within the first 24 hours after the deadline will be considered to be one day late and therefore subject to the associated penalty.*

MBA633 Assessment 2 Marking Rubric – Infographic and forecasting 40%

Marking Criteria (_/100)	F (Fail)		P (Pass) 50 – 64%	C (Credit) 65 – 74%	D (Distinction) 75 – 84%	HD (High Distinction) 85 -100%
	0 – 34%	35 – 49%				
Data-rich report analysis and improvement ____/25 marks	You broadly identified the critical findings and reflected on the customer's demands from the dashboard, but you showed limited understanding and skills in using the BI tools.	You broadly determined the critical findings and reflected on the customer's demands from the dashboard by showing your developing understanding and skills to use the BI tools.	You determined almost all the critical findings and reflected on the customer's demands from the dashboard by showing your adequate understanding and skills to use the BI tools.	You determined most of the critical findings and reflected on the customer's demands from the dashboard by showing your sufficient understanding and skills to use the BI tools.	You determined all the critical findings and reflected on the customer's demands from the dashboard by showing your comprehensive understanding and skills to use the BI tools.	You determined all the critical findings and reflected on the customer's demands from the dashboard by showing your expert understanding and skills in using the BI tools.
Data mining process ____/15 marks	You listed the data mining process by demonstrating a limited understanding of its steps.	You described the data mining process by demonstrating a developing understanding of its steps.	You applied the data mining process by demonstrating an adequate understanding of its steps.	You applied the data mining process by demonstrating a sufficient understanding of its steps.	You applied the data mining process by demonstrating a comprehensive understanding of its steps.	You thoroughly applied the data mining process by demonstrating an expert understanding of its steps.
Analysis of the data component ____/15 marks	You listed the data components by demonstrating a limited understanding of the content in week 8.	You described the data components by demonstrating a developing understanding of the content in week 8.	You analysed some of the data components by demonstrating an adequate understanding of the content in week 8.	You mostly analysed the data components by demonstrating a sufficient understanding of the content in week 8.	You fully analysed the data components by demonstrating a comprehensive understanding of the content in week 8.	You thoroughly analysed the data components by demonstrating an expert understanding of the content in week 8.
Forecasting techniques ____/15 marks	You listed the forecasting technique by showing a limited understanding of topics in week 8.	You described the forecasting technique by showing a developing understanding of topics in week 8.	You analysed the forecasting technique by adequately understanding topics in week 8.	You analysed the forecasting technique with a sufficient understanding of the topics in week 8.	You analysed the forecasting technique with a comprehensive understanding of the topics in week 8.	You critically analysed the forecasting technique with an expert understanding of the topics in week 8.
Business Implications ____/15 marks	You listed no business implications with little or no connection between the data insights and business decision-making, demonstrating a limited understanding of how data-rich reporting informs business direction.	You listed limited business implications with little or no connection between the data insights and business decision-making, demonstrating a limited understanding of how data-rich reporting informs business direction.	You described the basic business implications from the dashboard, with minimal interpretation of how insights inform business decision-making, demonstrating a developing understanding of data-driven decision-making.	You analysed some business implications from the infographic and forecast results, showing an adequate understanding of how data insights can support operational and strategic decision-making.	You analysed most business implications clearly and linked data insights and forecasting results to staffing, marketing, and capacity planning decisions, demonstrating a sufficient understanding of data-rich reporting for business decision-making.	You comprehensively analysed business implications by clearly linking data insights and forecasting results to multiple business decisions and strategic direction, demonstrating a strong understanding of how data-rich reporting supports managerial decision-making.
Format in-text citations and reference list, and ethical use of GenAI ____/15 marks	Your writing is disjointed and demonstrates limited structure, thought, and consideration for the intended audience, providing only a few in-text citations and a reference list, citing sources, including GenAI-generated content, used for the assessment.	Your writing is often disjointed but demonstrates some structure, thought, and consideration for the intended audience, providing only a few in-text citations and a reference list, citing sources, including GenAI-generated content, used for the assessment.	Your writing is fluent but not always connected, demonstrating an adequate structure, thought and consideration for the intended audience, providing many in-text citations and a reference list, citing sources including GenAI-generated content, used for the assessment.	Your writing is fluent, demonstrating sufficient structure, thought and consideration for the intended audience, providing many in-text citations and a reference list, citing sources, including GenAI-generated content, used for the assessment.	Your writing is fluent, demonstrating a comprehensive structure, thought and consideration for the intended audience, providing thorough in-text citations and a reference list, citing sources, including GenAI-generated content, used for the assessment.	Your writing is excellent, demonstrating a comprehensive structure, thought and consideration for the intended audience, providing thorough in-text citations and a reference list, citing sources, including GenAI-generated content, used for the assessment.