T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

Core skills

Digital Business

Project brief - Task 2(b)

NCFE

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Project brief

Digital Business

Contents

Student instructions

- read the project brief carefully before starting your work

- you must work independently and make your own decisions as to how to approach the tasks within the employer set project

- you are permitted to bring in and use your own research, carried out in response to the pre-release task, to the supervised sessions but these must be checked for suitability by your tutor.

- you must clearly name and date all of the work that you produce during each supervised session

- you must submit all of your work to a secure area provided by your tutor at the end of each supervised session following the instructions for each task

- you must not work on the assessment in between supervised sessions

- some tasks will permit the use of the internet for specific reasons – this information will be provided, where relevant, in the additional guidance section for each task

Student information

- this employer set project will assess your knowledge, understanding and skills from across the core content of the qualification

- tasks 1 and 3 will also assess your English and task 3 will assess your digital skills

- in order to achieve a grade for the core component, you must attempt both of the external examinations and the employer set project

- the combined marks from these assessments will be aggregated to form the overall core component grade (A* to E and U) – if you do not attempt one of the assessments, or fail to reach the minimum standard across all assessments, you will receive a U grade

- the maximum time you will have to complete all tasks for this employer set project is 15 hours:

  o your tutor will explain how this time is broken down per task and will confirm with you if individual tasks need to be completed across multiple sessions

- at the end of each supervised session, your tutor will collect all employer set project assessment materials before you leave the room

- you must not take any assessment material outside of the room, for example, via a physical memory device

- you must not upload any work produced to any platform that will allow you to access materials outside of the supervised sessions (including email)

- you can fail to achieve marks if you do not fully meet the requirements of the task, or equally if you are not able to efficiently meet the requirements of the task

Plagiarism

Plagiarism may result in the external assessment task being awarded a U grade.

Presentation of work

- all of your work should be completed electronically using black font, Arial size 12pt, and within standard border sizes unless otherwise specified

- all your work should be clearly labelled with the relevant task number and your student details and be legible, for example, front page and headers

- electronic files should be named using the following format: Surname_Initial_learner number_evidence reference, for example, Smith_J_123456789_Task1 for identification purposes – where evidence reference is shown, this should be replaced with the task number for which the work reflects and saved in a .pdf format

- all pages of your work should be numbered in the format 'page X of Y', where X is the page number and Y is the total number of pages

- you must complete and sign the External assessment cover sheet (EACS) – declaration of authenticity form and include it at the front of your assessment task evidence when it is submitted

- you must submit your evidence to the secure area at the end of each session

Brief

You are working as a digital data technician for the manufacturing firm Stay Cool. You have joined the team who are focused on planning for the launch of a new product.

Stay Cool is a manufacturer of camping equipment. The business has operated in the UK for over 50 years, selling high-quality products. It has mainly supplied retailers, but in the last 10 years it has started selling directly to the public through an e-commerce site. The business operates from one site in Liverpool, producing goods and co-ordinating deliveries to clients in the UK and abroad.

The main aim of the business is to enter new markets. A key objective supporting this aim is to launch a new range of products aimed at families and young people who might be interested in a camping holiday in the UK. The business owners are keen to appeal to a broad range of potential customers. Another important objective is to build up their customer database to support customer relationship marketing activity in the future. Ultimately, the business owners want to enter a number of market segments with product ranges that are tailored to the needs of consumers. The owners see this as an important way of increasing the revenues earned by the business.

Stay Cool have a large amount of data on their manufacturing and sales processes, including:

- sales figures – for retail and wholesale orders

- customer data – contact details for private and business customers

- production data – details of the quality assurance of different products

Stay Cool have commissioned a survey of potential customers to find out about their attitudes to 'staycations'. This will be carried out within the next month.

The management of the business use a data dashboard to monitor KPIs. The current trend in sales figures is a 125% increase in the number of wholesale orders and a 200% increase in the number of online orders.

The owners of the business want you to explain how their internal data, and appropriate data from external sources, could help them plan the launch of their new range.

You should focus on how Stay Cool will be able to appeal to new market segments and increase the value of sales. This should be ready for the launch of the new line in October of this year.

Task 2(b)

You must read the information on all pages provided for this task before starting your response.

(20 marks)

Scenario

Your line manager has now provided you with a selection of valid, reliable data sets and a copy of Stay Cool quality assurance (QA) exports raw data (Stay Cool_QA_exports.xlsx) from internal quality assurance processes, which requires cleansing.

You have been asked to complete 3 separate actions. Firstly, your line manager requires you cleanse the Stay Cool QA data and then use it to create an entity relationship diagram (ERD). Secondly, you should review and analyse the remaining 3 data sets in order to transform them into meaningful output, by integrating different elements of the data sets that are useful to meet the aims of Stay Cool. Lastly, your line manager would like a technical update on the steps that you have taken and your rationale for how you have processed the data.

Your line manager has reminded you that the aims and objectives of Stay Cool are to:

- enter new markets (main aim)

- launch a range of new products aimed at new customer groups

- appeal to a broader range of customers

- build and expand the customer database

- develop the use of customer relationship marketing

Instructions for students

Action 1 (6 marks): You should cleanse the raw data and then create an ERD using the Stay Cool_QA_exports raw data.

Action 2 (6 marks): Analyse the other 3 data sets (Sales_data_set, Stay Cool_clients, ONS_manufacturing_activity) in order to create a new data set that integrates what you feel are the most effective ways to support the needs of Stay Cool. You should:

- identify trends and/or patterns that you feel would be the most beneficial to support the aims of Stay Cool

- narrow the data into essential features appropriate for the business including variables/queries/formats

Action 3 (8 marks): Finally, you should create a brief informal email to your line manager that:

- provides an overview of the technical actions taken when processing and analysing the data sets

- provides a justification of the choice of data types and formats you have used in the new data set that you feel would meet the needs of Stay Cool

Evidence requirements

An image of your ERD saved in .pdf format.

Your new data set to be saved as a separate spreadsheet in .xlsx format.

Email to line manager, using the template provided saved in a .pdf format.

A copy of your internet browsing history saved in a .pdf format.

When you have completed this task, you should save in a .pdf format, and name your file:

- Surname_Initial_learner number_evidence reference, for example: Smith_J_123456789_Task2B

Additional guidance

You will be provided with your pre-release research at the start of this task for reference only.

Internet access is available for this task to allow you to use online resources to help you create your ERD, if needed. You are not permitted to use the internet for any other purpose, such as research. A copy of your internet browsing history must be submitted as part of your evidence for this task.

You will have access to a word processing and spreadsheet application, or other suitable software, to enable you to complete this task.

All data sets will be provided to enable you to progress through the remainder of the project. Data sets to be issued for this task are:

- Stay Cool_QA_exports.xlsx

- Sales_data_set.xlsx

- Stay Cool_clients.xlsx

- ONS_manufacturing_activity.xlsx

Previous class notes/teaching materials are not permitted.

You are permitted to have up to a maximum of 15 minutes rest break during this task. This must be supervised.

Time for completion

Maximum of 4 hours.

Document information
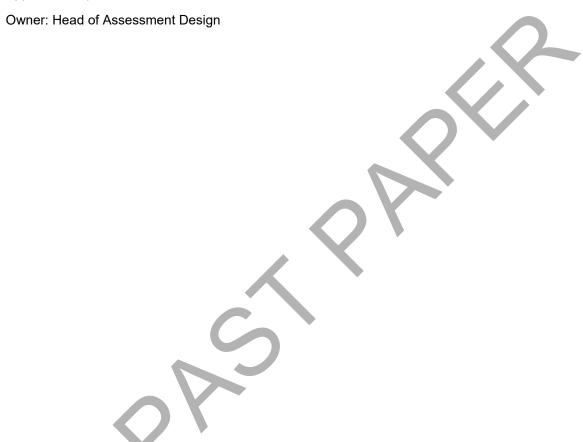
Owner: Head of Assessment Design