**Submission requirements:**

The deliverable of this assignment is **a 1,200-word** (+/- 10%) **written report.**

The report is dueon **Friday 17th January 2020** at **12.00 (noon).**

This assessment is an individual report that requires you acting as a marketing analytics manager to develop a report devising a Big Data Strategy for a company of your choice.

**The Brief**:

* **You are free to pick your favourite firm**. You may want to choose a company from a particular industry that you are interested in.
* Clearly identify or define what the firm needs to do and accomplish to achieve the targeted marketing or strategic initiatives.
* You devise the big data strategy to ensure the business relevance of the big data and analytics.

**Further reading for the report**

In order to gather enough relevant knowledge and expertise to develop the report, you are recommended to undertake further research and exploration to draw on the insight and to fully grasp the business context and environment.

**Report Structure**

You will be expected to create a professional cover page **with title** and to organize your report in three major sections:

* **Company profile** - Create a short profile of the company that provides the reader with enough information to fully understand the nature of the firm you selected as well as the background of the company’s needs or initiatives.
* **Devise the Big Data Strategy -** Identify important element of the strategy as follows:

(a) Business/Marketing strategy

(b) Business/Marketing initiatives

(c) Outcomes and Critical Success Factors

(d) Tasks

(d) Data Sources

* **Explanation and justifications**– In this section, you’ll have to provide rationales and justifications why the tasks or proposed data sources enable the Business/Marketing strategy.

**Assessment scheme for the report**

In this report it is important to consider several elements in order to perform well. Of significant importance is the use of research to demonstrate your understanding of the Big Data issues discussed in your report. The discussion of the firms and their strategy must be researched. In addition to the company’s website or annual report, it is recommended that you sign up to Marketing Week (free) and Harvard Business Review (free), which offer news and articles related to firms and businesses that can be used to build up your report.

The report should have a clear and logical flow, relevant sections, link paragraphs and create a coherent story in the report. You must use reliable sources to develop your report. You should not rely only on one type of source, i.e. company’s website.

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| **Assessment criteria** | **Allocated marks** |
| Research and understanding of problems,  customers’ needs or business needs | 30% |
| Correct and insightful use of Big Data Strategy and other relevant theoretical concepts and models | 30% |
| Analytical skills with strong supporting evidence | 20% |
| Appearance and professional look of the report | 10% |
| Correctly presented citations and referencing | 10% |