



# T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

## Core skills

Digital Business

Project brief - Task 2 (b)

Paper number: P002248

Friday 10<sup>th</sup> November 2023 9.00am

603/6902/4

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## Project brief

Digital Business

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## 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 will be issued with your pre-release research carried out in response to the pre-release task and this will have been 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:
  - 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 the task requires you to use other forms of presentation, for example in the context of a digital slideshow presentation
- 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\_Task number\_evidence reference, for example: Smith\_J\_123456789\_Task2B\_Data Flow Diagram.pdf 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 a digital data technician working for a data consultancy firm which offers advice and guidance to businesses as to how data analytics can be used to inform change.

Your client, EWJR Services, is a group of solicitors dealing with motor injury claims within the UK. EWJR Services now employs five teams of solicitors in regional sites across the UK. The company has 220 employees, including support staff. The offices, owned by EWJR Services, are located in Newcastle, Leeds, Birmingham, Essex, and Somerset. The company's primary objective is to capitalise on motor injury claims across the UK.

Customers are generally referred by motor insurance companies which are paid a referral fee for providing the customer's details. Customers can contact the organisation direct through their website and social media, removing the need to pay a referral fee.

The company's future goals are to increase the number of customers contacting direct through its online referral services, while diversifying its personal injury portfolio into areas other than motor insurance. The primary aim is to increase direct referrals whilst still maintaining and growing the insurance company.

EWJR Services keep a significant number of sales and performance data including:

- sales figures from office locations and online
- customer data linked to its online business
- insurance claims referrals (ICR) data
- Department for Transportation (DfT) cost per accident
- results from satisfaction surveys

The head of operations has reviewed the sales figures for the previous year and has noticed an increase in direct referrals, but not at the expected rate.

They have heard the term data analytics but are not sure what the term means or if it could help the business.

The directors would like you to show them how to use the company's data along with external data sources to help inform their future decision making and to confirm whether direct referrals will be cost effective.

You have been asked by EWJR Services to inform them of how they can use data analytics to increase customer referrals, injury type and claim value achieved. You should also consider how this could inform their future online plans.

## 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 datasets.

Firstly, your line manager requires you to cleanse the EWJR Services' insurance claims referral (ICR) data and then use it to create a Data Flow Diagram (DFD).

Secondly, you should review and analyse the remaining three datasets to transform them into a meaningful output by integrating different elements of the datasets, which would be useful to meet the aims of EWJR Services.

Lastly, your line manager would like a technical update on the steps you have taken and your rationale for how you have processed the data.

Your line manager has reminded you the aims for this task are to:

- increase online referrals
- increase motor insurance referrals
- maximise customer claims

Datasets to be used:

- DfT\_motor\_accident\_injury\_costs.xls
- EWJR\_Services\_aggregate\_data\_v1.0.xlsx
- insurance\_claims\_referrals.xlsx
- survey\_results\_EWJR.xlsx

### Instructions for students

#### Action 1:

You should:

- cleanse insurance\_claims\_referrals.xlsx
- create a DFD using the Insurance Claims Referrals' clean data (insurance\_claims\_referrals.xlsx).

(6 marks)

#### Action 2:

Analyse the three remaining datasets (DfT\_motor\_accident\_injury\_costs.xls, EWJR\_Services\_aggregate\_data\_v1.0.xlsx, survey\_results\_EWJR.xlsx) and combine the relevant data into a new data set that effectively meets the needs of EWJR Services.

You should:

- identify trends and/or patterns that you feel would be the most beneficial to support the aims of EWJR Services
- narrow the data into essential features appropriate for the business including variables/queries/formats

(6 marks)

### Action 3:

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 datasets
- provides a justification of the choice of data types and formats you have used in the new dataset that you feel would meet the needs of EWJR Services.

(8 marks)

## Evidence requirements

When you have completed this task, you should save your work in the formats listed below:

### Action 1

- an image of your DFD saved in .pdf format.
- the cleansed dataset as a separate spreadsheet in .xlsx format.

### Action 2

- your new dataset to be saved as a separate spreadsheet in .xlsx format.

### Action 3

- 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.

You should title your work as below:

Surname\_Initial\_learner number\_Task number\_evidence reference

For example:

- Smith\_J\_123456789\_Task2B\_Data Flow Diagram.pdf

## 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 DFD, 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 datasets will be provided to enable you to progress through the remainder of the project. Datasets to be issued for this task are:

- DfT\_motor\_accident\_injury\_costs.xls
- EWJR\_Services\_aggregate\_data\_v1.0.xlsx
- insurance\_claims\_referrals.xlsx
- survey\_results\_EWJR.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

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