T-LEVELS | Institute for Apprenticeships & Technical Education

T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

Core skills

Digital Business

Project brief - Task 2(b)

SAMPLE

v1.1: Specimen assessment materials
16 November 2023
603/6902/4

NCFE

T Level Technical Qualification in Digital Business Services Employer set project (ESP)

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Project brief

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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 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 skills 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.

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Presentation of work

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

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Brief

You are a digital data technician, working for a data consultancy firm, which offers advice and guidance to businesses on how data analytics can be used to inform change.

Your client KJR Garages, is a car parts dealership in the UK. The business was established in 1999, and KJR Garages now employs 145 employees across multiple sites in the UK. As a retailer their aim is to offer a range of car parts direct to the customer. They serve customers at 6 of their own garages located in London, Glasgow, Edinburgh, and Manchester. KJR Garages has a distribution centre located near its Glasgow garage. The distribution centre ships products to customers for any order placed online. The customer can be either current or new customers who may own a car, or mechanics working at other garages looking for parts to repair cars.

The company goals for the coming year include, increasing online business, increasing customer spend, and expanding its customer base. The business focus for the coming year is to assess whether to close any or all of its garages and move towards an online only business.

KJR Garages keeps sales and performance data, this includes:

- sales figures – from garages and online
- customer data – linked to online business only
- survey results from satisfaction surveys

The sales director has reviewed the sales figures for the previous year and has noticed a sharp increase in online sales, and a decline in local garages purchasing parts directly from the KJR Garages. They have heard the term data analytics but are not sure what this is or if it could help the business.

The directors would like you to show them how to use the data they have, along with external data sources to help inform their future decision making, and to confirm whether transitioning to an online only business is the right strategy.

You have been asked to inform the company how it can use data analytics to increase customer sales and spend per customer. You should also consider how this data will factor into its business focus.

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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 KJR Garages' sample raw data from satisfaction surveys, which requires cleansing. You have been asked to complete 3 separate actions. Firstly, your line manager requires you to cleanse the KJR Garages sample export data, and then use it to create an Entity Relationship Diagram (ERD).

Secondly, you must review and analyse the remaining 3 data sets to transform them into meaningful output. You should integrate the different elements of the data sets that will be useful in meeting the aims of KJR Garages.

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 also reminded you that the aims of KJR Garages are to:

- increase online business
- increase new customer base
- increase spend per customer

Instructions for students

Action 1 (6 marks): You should cleanse the raw data and then create an ERD using the KJR Garages_sample exports_v1.0 raw data.

Action 2 (6 marks): Analyse the other 3 data sets (KJR Garages_aggregate data_V1.0, ONS Internet Sales Data 2022, ecom_data_set_v1.0) in order to create a new data set that integrates what you feel are the most effective ways to support the needs of KJR Garages. You should:

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

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.

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

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

- Surname_Initial_student 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:

- KJR Garages_sample exports V1.0
- KJR Garages_aggregate data_V1.0
- ONS Internet Sales Data 2022
- ecom_data_set_v1.0

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.

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Document information

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Owner: Head of Assessment Design

Change History Record

Version	Description of change	Approval	Date of Issue
v1.0	Published		September 2022
v1.1	Sample added as a watermark.	November 2023	16 November 2023

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