



T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

Core skills

Digital Business

Project brief - Task 2(b)

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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 slides 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_entity relationship 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 employed as a digital data technician within a market research team. Your employer wants you to gather and analyse data relating to the expansion of their product range.

Your employer, LuxClink is an importer of premium soft drinks. The business has operated in the UK for 7 years, selling a range of products. It has mainly supplied restaurants and cafes. The management of the business have noted an opportunity with the increase in home shopping and believe they can sell products as both an economy and upmarket brand. The business operates from a warehouse in Dover, importing goods from France and selling them around the UK.

The main aims of the business are to expand its range of products and to expand into business to consumer (B2C) markets. The business owners are keen to understand how they can use data to target market segments efficiently.

LuxClink has a large amount of product and market data from internal and external sources:

- regional sales data – showing the number and value of sales to consumers in different postcodes
- client details – data on customers
- economic data – data on the level of income of different groups
- quality data – luxury food and drink industry data about the quality of different premium drinks.

LuxClink is planning to conduct focus groups with a range of different customers to investigate the perceptions of different products.

The business is planning to build a system to store and manage their information. This will be a database of key performance indicators (KPIs) which can be reviewed by management staff and field sales staff. The database will contain commercially confidential information and will need to be secure.

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

You should focus on how LuxClink will be able to appeal directly to the consumer through online channels. This should be ready for the launch of the new line of products in January next 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 LuxClink customer order details that require cleansing.

You have been asked to complete 3 separate actions.

Firstly, your line manager requires you to cleanse the LuxClink customer order details. You should then 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 LuxClink.

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 of LuxClink are to:

- expand the range of products
- expand into Business to consumer markets (B2C)
- prompt customers to make additional purchases
- enhance the value of their brand.

Instructions for students

Action 1: You should cleanse the *Order_details1.xlsx* to create a cleansed data set. You should then use it to create an ERD.

(6 marks)

Action 2: Analyse the 3 remaining data sets (*UK_income_data.xls*; *Drink_quality.csv*; *Webform_data.xlsx*) and combine the relevant data into a new data set that effectively meets the needs of LuxClink.

You should:

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

(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 entity relationship diagram saved in .pdf format.
- the cleansed data set as a separate spreadsheet in .xlsx format.

Action 2

- your new data set 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_entityrelationshipdiagram.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 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:

- UK_income_data.xls
- Drink_quality.csv
- Order_details1.xlsx
- Webform_data.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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