



T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

Core skills

Digital Business

Project brief - Task 2(a)

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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_Task2A_sourcing and using data.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(a)

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

(12 marks)

Scenario

You have been invited to attend an internal planning meeting with the team that are working on the LuxClink project.

You have been asked to prepare a document for the meeting. You should prepare to discuss sourcing and using data to support the key aims of LuxClink.

The document should explain the type of data you would require, where you could source it, what you would do with it and why you think that those actions would be beneficial in meeting the needs of LuxClink.

Instructions for students

For this task you are not expected to carry out any research as you are proposing what you consider to be the most appropriate next steps.

1. You should produce documentation for the team meeting that should include:
 - the type and source of data you would seek to obtain
 - what you would do with the data, such as
 - examples of the type of data analysis and technical processes you would apply
 - examples of the potential application of data for meeting the needs of LuxClink
 - a justification of why your approach is suitable to meet the aims of LuxClink.

(12 marks)

Evidence requirements

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

- a written document of your approach to sourcing and using data in a .pdf format

You should title your work as below:

Surname_Initial_learner number_Task number_evidence reference,

For example:

- Smith_J_123456789_Task2A_sourcingandusingdata.pdf

Additional guidance

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

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

Access to the internet or previous class notes/teaching materials is not permitted.

Time for completion

Maximum of 2 hours.

Document information

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