

Assessment Tasks 1 to 5
Course Module ACCA4031

Task 1:

a.

In recent years, the growth of e-Commerce has led to an increase in the number of website builders that cater specifically to online businesses. Some of the popular e-Commerce website software solutions available in the market today include Shopify, WooCommerce, BigCommerce, Magento, and Squarespace. Each of these solutions comes with its own set of features and benefits that cater to specific needs and budgets.

- I. WooCommerce is a plugin for WordPress that transforms a regular website into an e-Commerce store. It is a free, open-source platform that offers flexibility and customization options to businesses. It also comes with a range of extensions and plugins to add features and functionality to the online store.
- II. BigCommerce is an all-in-one e-Commerce platform that offers features such as website building, hosting, payment processing, and inventory management. It is a scalable solution that caters to businesses of all sizes, from small businesses to enterprise-level organizations.
- III. Shopify is one of the most popular e-Commerce website builders that offers a complete solution for online businesses, including website building, hosting, payment processing, and inventory management. It is an easy-to-use platform that offers a range of templates, apps, and plugins to customize the online store. Shopify is suitable for businesses of all sizes, from startups to large enterprises.
- IV. Magento is an open-source e-Commerce platform that offers a range of features and functionalities, including website building, hosting, payment processing, and inventory management. It is a highly customizable platform that offers flexibility and scalability to businesses of all sizes.
- V. Squarespace is a website builder that offers a range of templates and features to build an online store. It is an easy-to-use platform that offers a range of customization options, including website design, product management, and payment processing.

Choosing the right e-Commerce website builder depends on various factors, including the business's size, budget, and specific requirements. It is essential to research and evaluate each platform's features and benefits before making a decision.

b.

Portfolio Link:

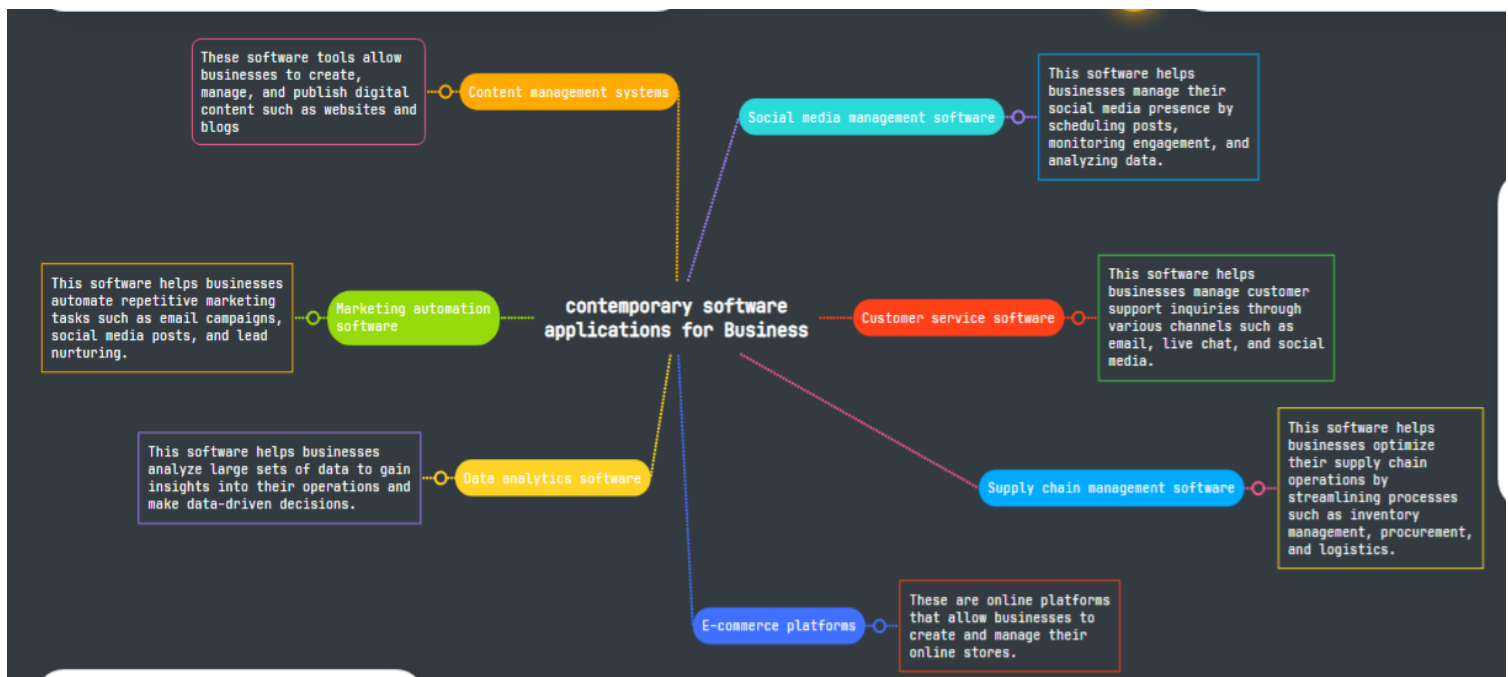
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Task 2:

In today's fast-paced business environment, staying up-to-date with contemporary software applications is crucial for organizations to maintain their competitive edge. Let's visualize this through a mind map. The mind map contains the followings applications:

- ❖ Marketing automation software (HubSpot Marketing, Marketo)
- ❖ Social media management software (Hootsuite, Sprout Social)
- ❖ Customer service software (Zendesk, Freshdesk)
- ❖ Supply chain management software (JDA Software, SAP)
- ❖ E-commerce platforms (Shopify, WooCommerce)
- ❖ Content management systems (WordPress, Drupal)
- ❖ Data analytics software (Google Analytics, IBM Watson Analytics)

These software applications have become essential tools for businesses and organizations of all sizes and industries, helping them to streamline their operations, make informed decisions, and ultimately, achieve their goals.



Task 3:

a.

Numerous Office applications are available that aid in the creation, storage, analysis, and presentation of data. Here are some of the key features of four popular Office applications:

- ❖ **Word-processing:** Microsoft Word and Google Docs are the two most widely used applications for word-processing. Both applications offer features such as formatting tools, spell-check, and real-time collaboration. Microsoft Word also offers advanced features such as mail-merge, while Google Docs is known for its seamless integration with Google Drive.
- ❖ **Spreadsheets:** Microsoft Excel and Google Sheets are two widely used applications for creating and analyzing spreadsheets. Both applications offer features such as formulas and functions, charting tools, and real-time collaboration. Microsoft Excel also offers advanced data analysis tools such as pivot tables, while Google Sheets offers the ability to work offline.
- ❖ **Databases:** Microsoft Access and Oracle are two popular options for creating and managing databases. Microsoft Access offers a user-friendly interface and easy integration with other Microsoft applications. Oracle is a powerful database management system that offers high scalability and security features.
- ❖ **Presentations:** Microsoft PowerPoint and Google Slides are two commonly used applications for creating and delivering presentations. Microsoft PowerPoint offers a wide range of templates and design tools, as well as advanced features such as animations and slide transitions. Google Slides offers real-time collaboration and seamless integration with Google Drive.

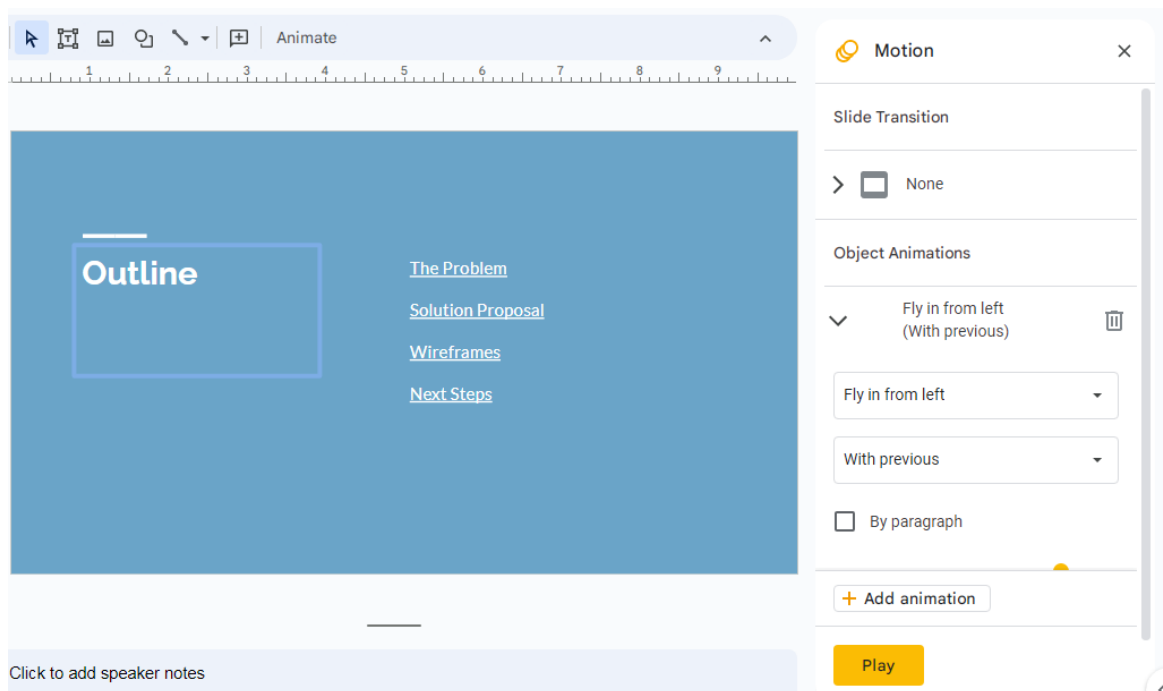
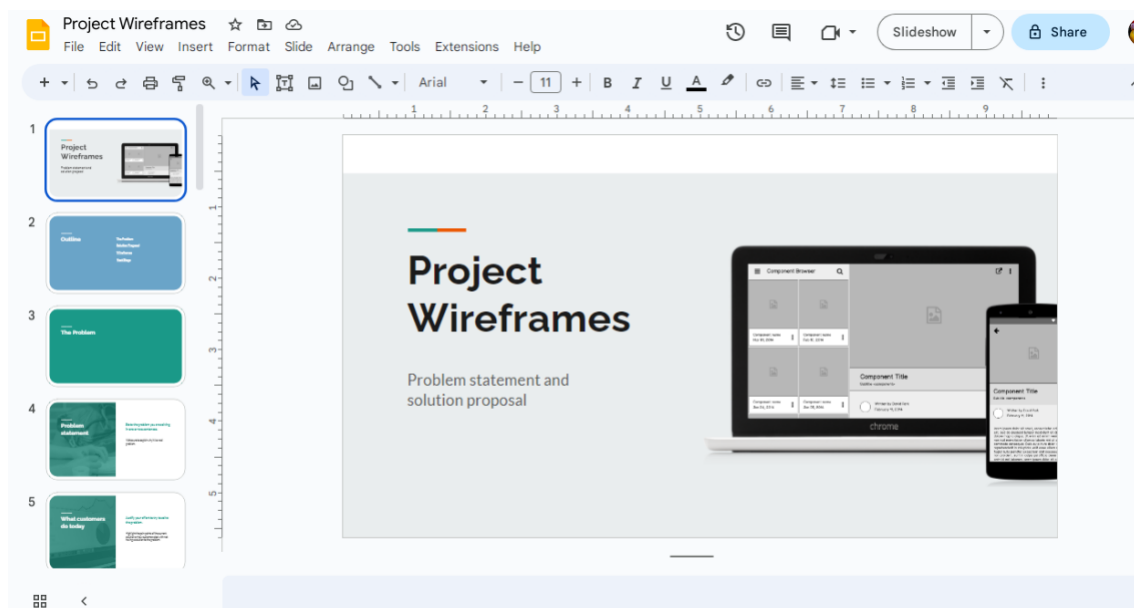
b.

I tested some business-related features of Google Slides, which is a freely available Office Application. I created a presentation for a product launch and tested the following features:

- **Templates:** Google Slides offers a wide range of templates that can be used to create professional-looking presentations quickly. I chose a product Wireframe template and customized it with my content.
- **Collaboration:** Google Slides offers real-time collaboration, which allows multiple users to work on the same presentation simultaneously.
- **Animations and Transitions:** Google Slides offers a variety of animations and transitions that can be used to add visual interest to a presentation. I added animations and slide transitions to my presentation to make it more engaging.
- **Speaker Notes:** Google Slides allows you to add speaker notes to each slide, which can be used as a reference during a presentation. I added speaker notes to each slide to help me deliver my presentation more smoothly.

- **Sharing:** Google Slides allows you to share your presentation with others by providing a link or sending an email invitation. I shared my presentation with my colleagues so they could review it before the product launch.

Overall, Google Slides is a user-friendly and feature-rich application that can be used to create engaging presentations quickly and easily. Its real-time collaboration feature makes it a great tool for teams that need to work together on presentations.

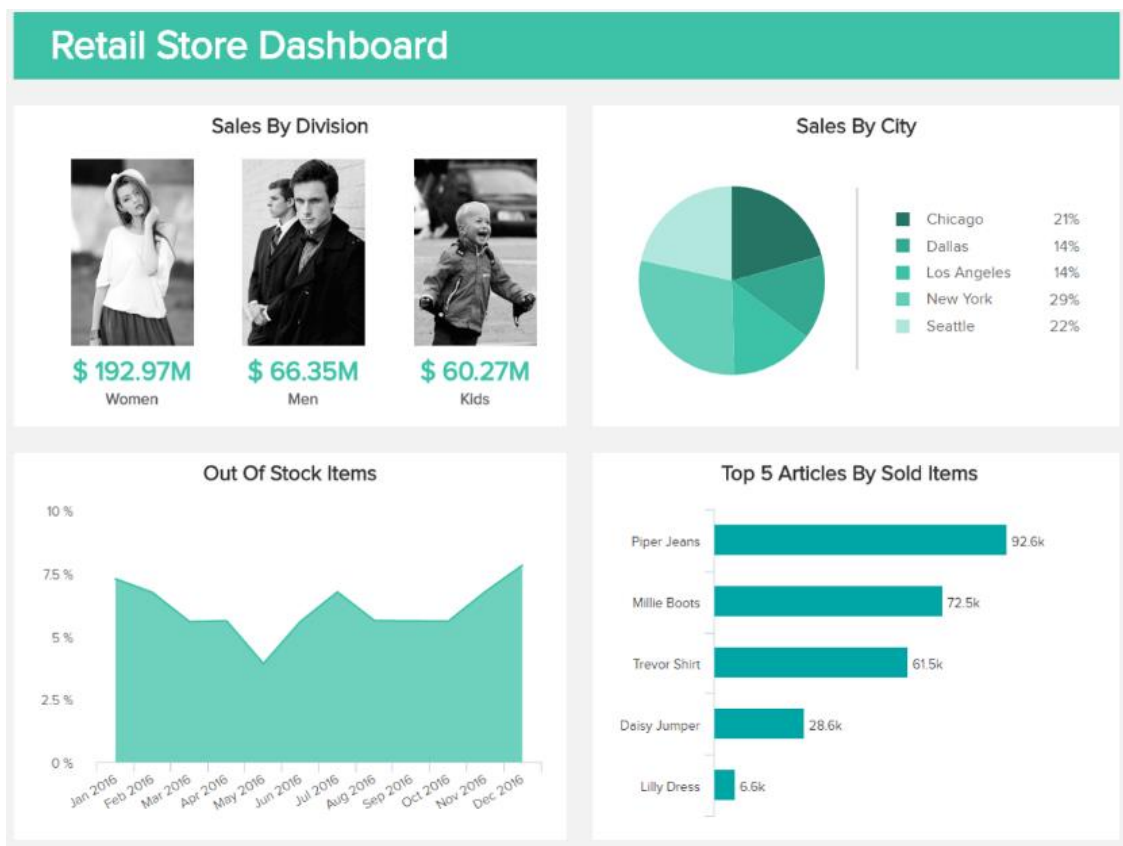


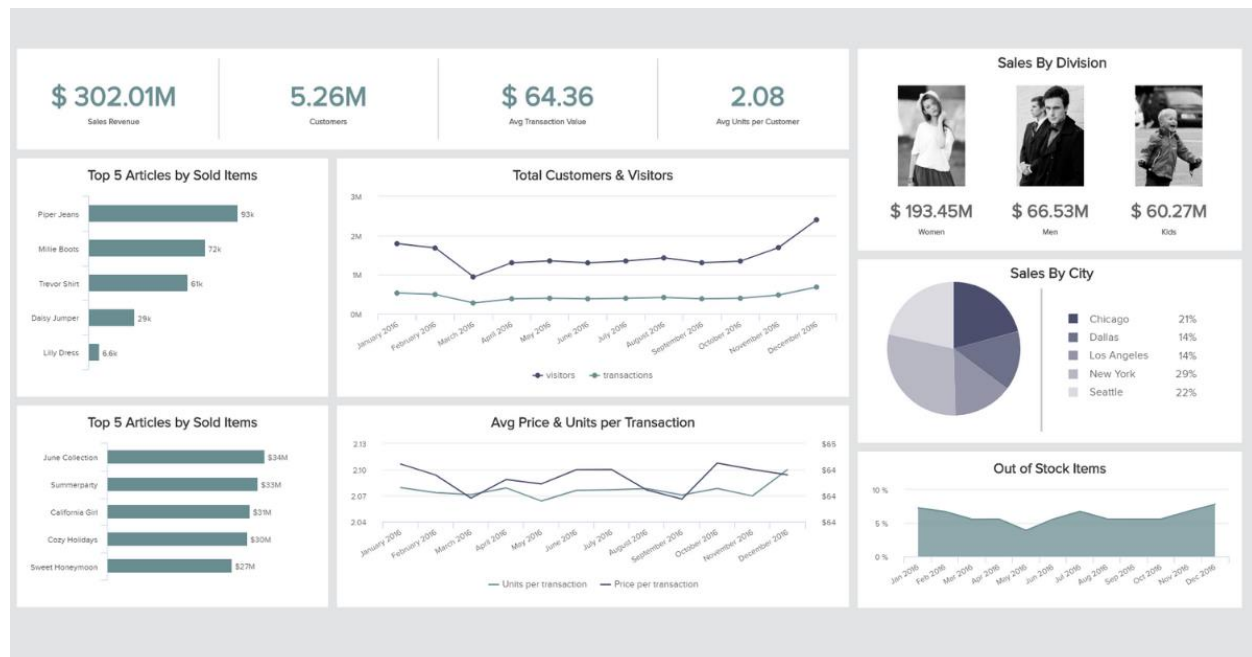
Task 4:

Digital dashboard and data analytics software solutions provide businesses with the ability to collect, analyse and visualize data in real-time. Some key features of contemporary digital dashboard and data analytics software solutions include:

- I. Data Visualization: These solutions provide the ability to create interactive and visually appealing dashboards with various chart types, graphs, and widgets.
- II. Data Integration: They can integrate data from various sources such as databases, spreadsheets, and cloud services to provide a unified view of the data.
- III. Real-time Data: These solutions offer real-time data monitoring, allowing businesses to make quick decisions based on current data.
- IV. Customizable Dashboards: Businesses can create customized dashboards that can be tailored to their specific needs.
- V. Collaboration: Many solutions offer collaboration features, allowing multiple users to access and edit dashboards simultaneously.

A potential project for creating a digital dashboard poster could be a sales dashboard for a retail company. The poster could include real-time sales data, charts and graphs displaying top-selling products, average order value, and revenue by region. The poster for a sales dashboard for a retail company which is taken from datapine website is given below,





Task 5:

a.

There are numerous communication, collaboration, and project management applications available in the market today, each with its unique features and benefits. Some of the most popular contemporary tools include:

- I. Trello - This project management tool allows you to create boards, cards, and lists to organize and prioritize tasks. You can assign tasks to team members, add due dates, and set reminders to stay on track. Trello also offers collaboration features, such as comments and file sharing, to facilitate communication between team members.
- II. Slack - A messaging platform that enables real-time communication between team members, Slack offers numerous features such as channels, direct messages, and voice and video calls. You can also integrate various apps with Slack, including Google Drive, Trello, and Asana, to streamline workflow and enhance collaboration.
- III. Asana - Another popular project management tool, Asana allows teams to organize, track, and manage their tasks and projects. You can create projects, assign tasks to team members, set deadlines, and track progress. Asana also offers communication features such as comments and file sharing.

b.

For the practical use of collaboration and project management application, we can use Monday.com. This platform provides a range of tools for project management, team collaboration, and task tracking.

After logging in, the main dashboard displays an overview of all projects, task boards, and timelines. Users can create new projects, assign tasks, set deadlines, and create timelines for specific projects. The platform offers various customizable templates to help users get started quickly.

One of the key features of Monday.com is its ability to integrate with other apps such as Slack, Zoom, and Google Drive, among others. This integration streamlines workflow and makes collaboration seamless. In addition, Monday.com also provides automation features that allow you to create triggers and actions based on specific events or changes in the project. Monday.com provides a comprehensive project management and collaboration solution for teams of any size, with intuitive and user-friendly features.

The screenshot shows the Monday.com interface for a board titled "My Task word". The left sidebar contains navigation icons and a search bar. The main area displays a table with columns: Item, Person, Status, Date, and a plus icon. The table is divided into two groups: Group 1 and Group 2. Group 1 contains three items: Week 1 (Status: Done, Date: Mar 29), Week 2 (Status: Working on it, Date: Mar 31), and Week 3 (Status: Working on it, Date: Apr 2). Group 2 is currently empty. A "New Item" button is visible at the top of the table. A "Help" button is located at the bottom right of the interface.

Item	Person	Status	Date	+
Week 1		Done	Mar 29	
Week 2		Working on it	Mar 31	
Week 3		Working on it	Apr 2	
+ Add Item				

The screenshot shows the Monday.com Template center. The left sidebar lists various categories: work management, Start from scratch, Marketing, Content Production, Project Management, Docs, Sales & CRM, Freelancers, Design, Software Development, and Product Management. The main area displays a grid of recommended templates. The first row includes "Project approval process" and "Sales pipeline". The second row includes "Project Portfolio Managem..." and "Basic CRM". The third row includes "Single Project" and "Contacts". Each template card shows a preview image and a brief description.

Template center

Search all templates

Give feedback

Explore

- All templates
- Recommended for you
- Templates created in your account

work management

- Start from scratch
- Marketing
- Content Production
- Project Management
- Docs
- Sales & CRM
- Freelancers
- Design
- Software Development
- Product Management
- ...

Recommended for you

- Project approval process**
- Sales pipeline**
- Project Portfolio Managem...**
by monday.com
Manage simple to complex projects across multiple teams and...
- Basic CRM**
by monday.com
Manage contacts and deals in one place
- Single Project**
- Contacts**

Reference:

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"BigCommerce Review: Pros, Cons & Expert Opinion" by Anna Gargioni on Website Planet:
<https://www.websiteplanet.com/ecommerce-platforms/big>

"Microsoft Word vs Google Docs: Which one is better for you?" by Matt Hanson on TechRadar
(<https://www.techradar.com/best/office-software/microsoft-word-vs-google-docs-which-one-is-better-for-you-1326931>)

Monday.com: <https://monday.com/>