

Software Applications

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Software Applications for Business

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Task 1: e-Commerce Website builders & e-Portfolio creation

Several current e-Commerce website programs are available, each with its characteristics, pricing models, and intended users. Here are a few of the most popular ones. Numerous e-Commerce website software solutions with features and capabilities are offered these days. Some of the top e-Commerce website builders are:

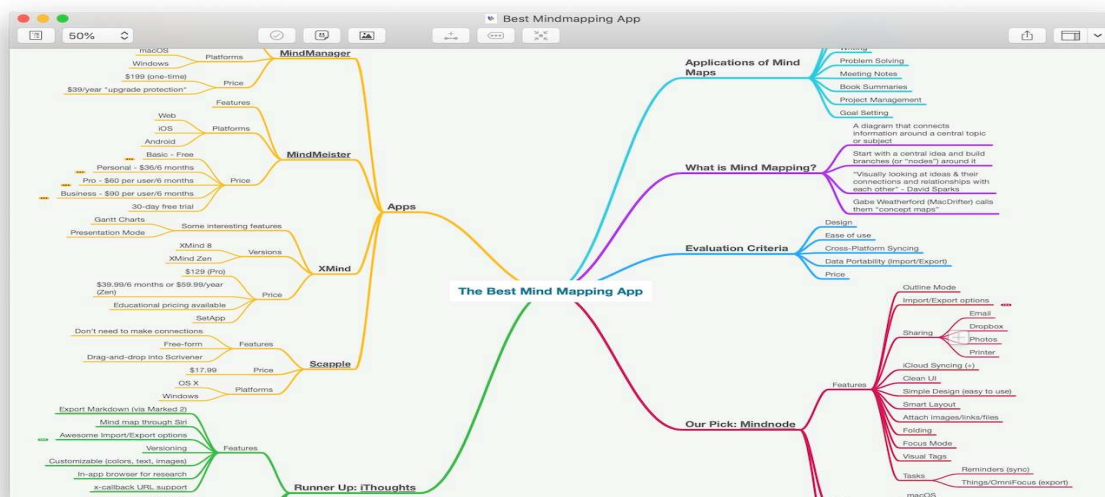
Shopify is an extensively utilized e-Commerce platform that provides many services, such as payment processing, order management, inventory tracking, and shipping (Tomlin, 2020). It also offers a range of themes and templates that can be customized to suit individual needs.

WooCommerce: WooCommerce is a WordPress plugin that enables users to create an e-Commerce store within a WordPress website (Nguyen, 2019). It offers payment processing, inventory management, shipping, and tax management features.

Magento is an e-Commerce platform that offers users complete control over their online store. It provides many features like payment processing, order management, inventory management, and shipping. This self-hosted software gives users complete autonomy to manage their online store.

BigCommerce is a comprehensive e-Commerce solution that provides various features such as payment processing, order management, inventory control, and shipping. It also offers multiple tools to help users optimize their online store for search engines (Kumari, 2021).

Task 2: Mind map of contemporary software applications



The illustration above demonstrates several software programs companies use to facilitate daily operations. The applications are categorized into communication and Collaboration, Productivity and Organization, Marketing and Sales, Customer Relationship Management, Accounting and Finance, and Human Resources.

Communication and Collaboration applications such as Slack, Microsoft Teams, and Zoom are popular tools organizations use to facilitate communication and Collaboration among team members, irrespective of their location (Hu, Bansal & Kaabouch, 2020). Productivity and Organization applications such as Trello, Asana, and Google Suite organize tasks, streamline workflow, and improve productivity.

Marketing and Sales applications such as HubSpot, Mailchimp, and Hootsuite streamline marketing and sales processes, automate email campaigns, and manage social media platforms. Customer Relationship Management applications such as Salesforce, Zoho CRM, and Insightly

manage customer interactions, improve customer experience, and track sales leads (Tien et al., 2021).

Accounting and Finance applications such as Quickbooks, Xero, and Freshbooks manage financial transactions, track expenses, and generate financial reports. Finally, Human Resources applications such as BambooHR, Workday, and Namely manage employee data, track performance, and automate HR processes (Soonthodu & Shetty, 2021).

Task 3: Office Applications for creating, storing, analyzing & presenting information/data

Many contemporary programs are widely utilized for creating, storing, analyzing, and displaying data and information. Examples of some of these popular office applications are:

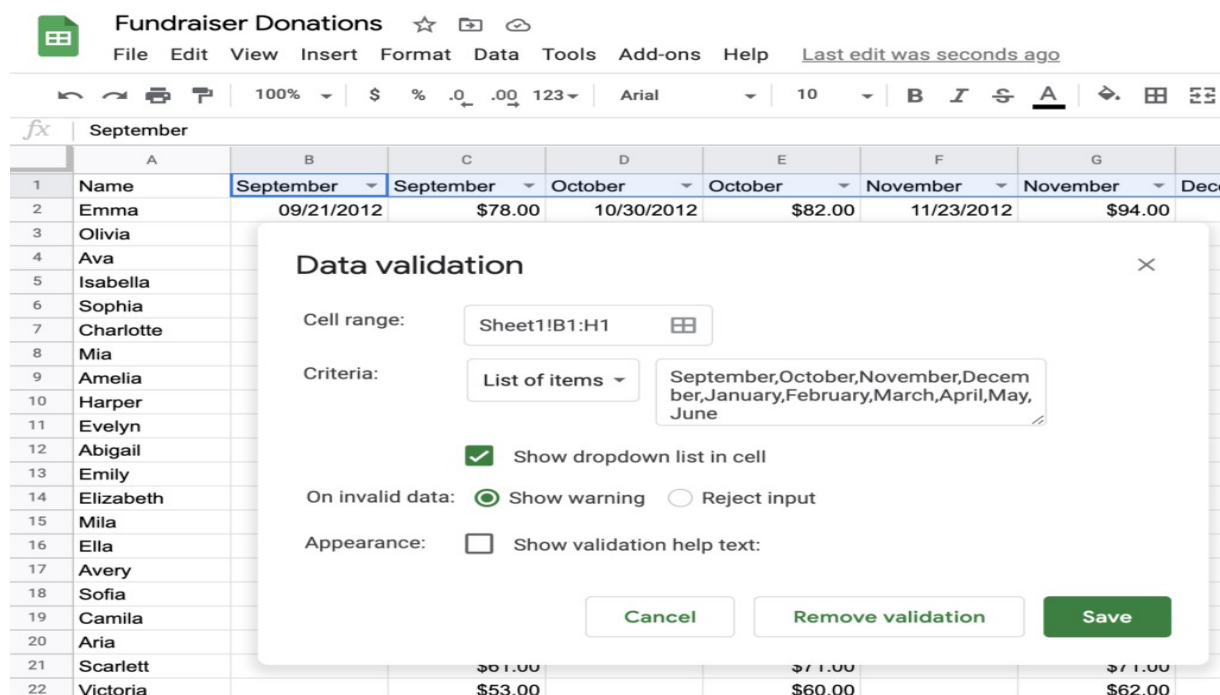
Microsoft Office is a popular package of office programs that includes Word, Excel, PowerPoint, and Access. Word is used to make documents, Excel is used to create worksheets, PowerPoint is utilized for constructing presentations, and Access is employed for designing databases (Foulkes, 2020). Microsoft Office provides a range of features for creating, editing, and formatting documents, spreadsheets, and presentations.

Google Workspace (formerly G Suite) is a cloud-hosted platform that offers a selection of applications, including Docs for word processing, Sheets for spreadsheets, Slides for presentations, and Forms for surveys and quizzes (Wattimena & Koibur, 2022). Google Workspace provides a range of features for creating, editing, and collaborating on documents, spreadsheets, and presentations in real time.

LibreOffice is a free and open-source office suite that contains a variety of programs, including Writer (word processing), Calc (spreadsheets), Impress (presentations), and Base (databases) (Schell & Schell, 2019). LibreOffice provides a range of features for creating, editing, and formatting documents, spreadsheets, and presentations.

b. features of Google Sheets,

Data Validation is a feature that restricts the kind of data that can be entered into a specific cell, making sure that only relevant information is put in (Breck et al., 2019). This can be useful in ensuring data accuracy and consistency. In the example below, I have used data validation to restrict the data type that can be entered in the "Payment Method" column.



Conditional Formatting allows you to set rules for how the Formatting of cells in a spreadsheet will change based on the cell's value. This can be used to highlight values that meet

specific criteria or to draw attention to cells that exceed a certain threshold (Ramesh et al., 2022).

This can be useful in highlighting important information or trends in your data. In the example below, I used conditional Formatting to highlight the cells with values greater than 50.

12									
A	B	C	D	E	F	G	H	I	J
Order ID	Date of order	Customer name	Customer ID	Product	Product ID	Price	Quantity	Total price	Time
20191111	2019-11-11	Melanie Oudin	1010	Veggie burger	101	\$10.00	6	\$60.00	10:40:00 AM
20191102	2019-11-02	Andrew Martin	1004	Steak sandwich	102	\$12.00	5	\$60.00	12:20:00 PM
20191107	2019-11-07	Jill Craybas	1005	Steak sandwich	102	\$12.00	3	\$36.00	2:00:00 PM
20191113	2019-11-13	Kai-Lung Chang	1009	Steak sandwich	102	\$12.00	1	\$12.00	3:40:00 PM
20191117	2019-11-17	Karolina Sprem	1008	Steak sandwich	102	\$12.00	4	\$48.00	5:20:00 PM
20191101	2019-11-01	Federico Coria	1001	Sausage sandwich	103	\$9.00	12	\$108.00	7:00:00 PM
20191110	2019-11-10	Jill Craybas	1005	Sausage sandwich	103	\$9.00	6	\$54.00	8:40:00 PM
20191104	2019-11-04	Federico Coria	1001	Jucy Lucy	104	\$8.00	6	\$48.00	10:20:00 PM
20191112	2019-11-12	Dennis Novak	1003	Italian beef	105	\$10.00	5	\$50.00	12:00:00 AM
20191103	2019-11-03	Andrew Martin	1004	Ham and cheese sandwich	106	\$12.00	3	\$36.00	7:00:00 PM
20191105	2019-11-05	Dennis Novak	1003	Denver sandwich	107	\$11.00	8	\$88.00	8:40:00 PM
20191116	2019-11-16	Petra Martic	1006	Denver sandwich	107	\$11.00	4	\$44.00	10:20:00 PM
20191114	2019-11-14	Christopher O'Connell	1002	Denver sandwich	107	\$11.00	2	\$22.00	12:00:00 AM
20191119	2019-11-19	Andrew Martin	1004	Crab cake sandwich	109	\$13.00	3	\$39.00	7:00:00 PM
20191106	2019-11-06	Katie O'Brien	1007	Club sandwich	108	\$13.00	2	\$26.00	8:40:00 PM

Pivot Tables are a tool that facilitates the summarization and examination of a large amount of data. They enable you to gain insights into a dataset and make better decisions quickly. They allow you to quickly view and analyze data differently, such as by category or period (Cheng & Cheng, 2019). I created a pivot table summarizing the sales data by product category in the example below.

The screenshot shows a Google Sheets interface with a Pivot Table and its editor. The Pivot Table is titled 'SUM of Amount Billed' and is located in the range A2:G17. The Pivot Table editor is open on the right side of the screen, showing the following settings:

- Rows:** Client Name (Order: Ascending, Sort by: Client Name, Show totals: checked)
- Columns:** Project Type (Order: Ascending, Sort by: Project Type, Show totals: checked)
- Values:** Amount Billed (Summarize by: SUM, Show as: Default)
- Filters:** Year (Status: Showing 1 item)

The Pivot Table data is as follows:

Client Name	Project Type	Amount Billed
Cannon Security	Couching	\$ 564.00
Crowking	Copy Editing	\$ 851.00
Desertronics	Proofreading	\$ 598.00
Elite Motors	Video Creation	\$ 120.00
Firetube	Grizzlimited	\$ 268.00
Grizzlimited	Icebergarts	\$ 630.00
Icebergarts	Petal Entertainment	\$ 851.00
Petal Entertainment	Priductions	\$ 737.00
Priductions	Pumpkinavigation	\$ 1,311.00
Pumpkinavigation	Questindustries	\$ 504.00
Questindustries	Sharkfin Sports	\$ 1,700.00
Sharkfin Sports	Sunshine Navigations	\$ 848.00
Sunshine Navigations	Wood Productions	\$ 742.00
Wood Productions		\$ 754.00
Grand Total		\$ 11,108.00

Task 4: Poster of Digital Dashboard and Data Analytics software.

Digital Dashboards and Data Analytics software are essential tools for businesses as they provide real-time insights into various aspects of the organization. Some popular Digital Dashboards and Data Analytics software are:

With Microsoft Power BI, businesses can gain insights into their data by creating visualizations and dashboards to track trends, analyze data, and share information in real-time (Becker & Gould, 2019). Power BI enables businesses to create interactive reports, dashboards, and visualizations using a drag-and-drop interface. It also provides a range of data connectors to integrate data from various sources.

Tableau is a program that helps businesses quickly and easily create data visuals and share them in real-time. It is a powerful tool for data visualization and business intelligence (Jena, 2019). Tableau provides a range of features, such as a drag-and-drop interface, interactive dashboards, and advanced analytics tools. It also offers a range of data connectors to integrate data from various sources.

Google Data Studio is a free tool that helps businesses to create interactive reports and dashboards using a simple drag-and-drop interface. It provides Access to a range of data connectors to integrate data from multiple sources and a range of visualization choices, like charts, graphs, and maps.

b. features of Google Data Studio

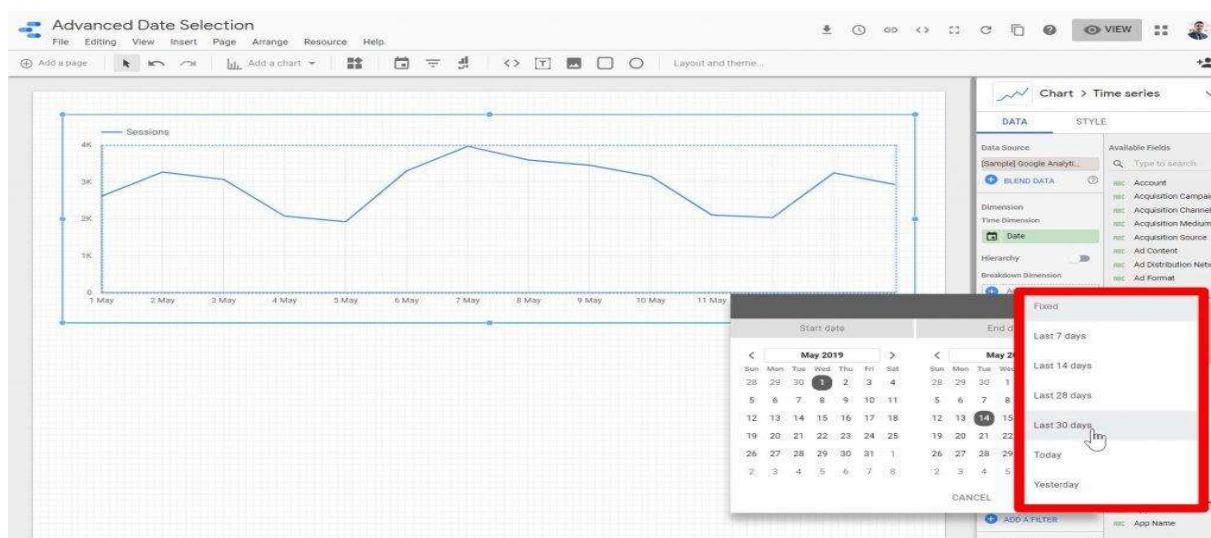
Google Data Studio offers a selection of data connectors to combine data from different sources, such as Google Analytics, Google Sheets, and Google Ads. In the example below, I have connected a Google Analytics account and created a report to visualize website traffic data.



Visualization Options: Google Data Studio provides a range of visualization options, such as charts, graphs, and maps (Azis et al., 2022). In the example below, I have created a report to visualize the monthly revenue data using a line chart and a table.



Filters and Date Range Control: Google Data Studio allows businesses to filter data and control the report's date range. In the example below, I have added a filter to the account to visualize revenue data by product category.



Task 5: Communication, Collaboration & Project Management applications

Modern communication, Collaboration, and project management applications help enhance team productivity, facilitating team communication and organization. Some of the most popular applications in this category include:

Slack: Slack is a team communication application that enables team members to communicate via instant messaging, voice, and video calls, and file sharing (Montrief et al., 2021).

Microsoft Teams: Microsoft Teams is a collaboration platform that allows team members to chat, meet, and collaborate in real time. It also integrates with Microsoft applications such as Office 365, SharePoint, and OneNote.

Trello is a helpful tool for teams to track and organize projects with boards, lists, and cards (Stojanovic, 2021). It visually represents the project's progress and enables team members to collaborate on tasks.

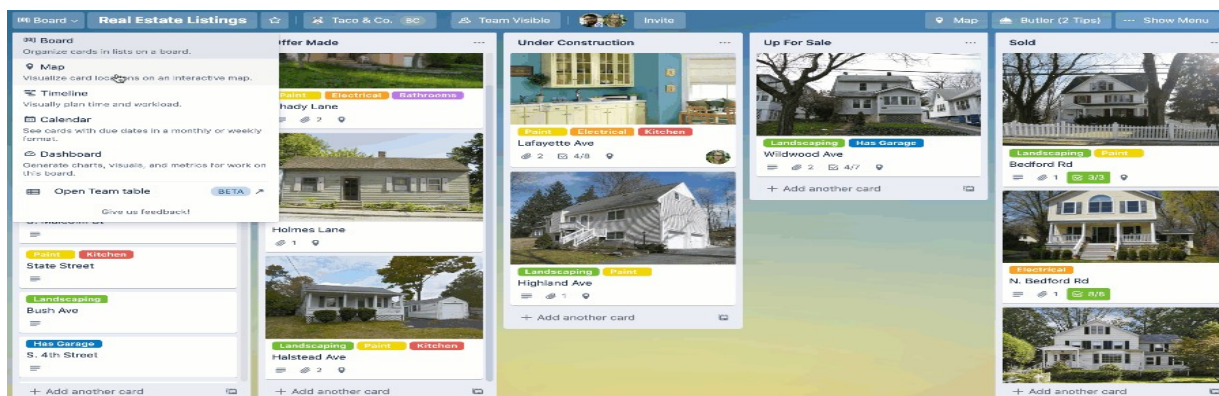
With Asana, teams can stay organized and on top of their work by tracking tasks and projects, collaborating, and working more productively. It has features such as task assignments, progress tracking, and project calendars.

b. Testing Features of Trello

To demonstrate the practical use of a Communication/Collaboration/Project Management application, I tested some features of Trello. Trello provides an intuitive interface that allows teams to manage tasks and projects efficiently. Some features of Trello are:

Boards: Boards are used to organize tasks or projects. Each panel can contain multiple lists, which can then have cards (Stojanovic, 2021). These cards can represent tasks, ideas, or any other type of information.

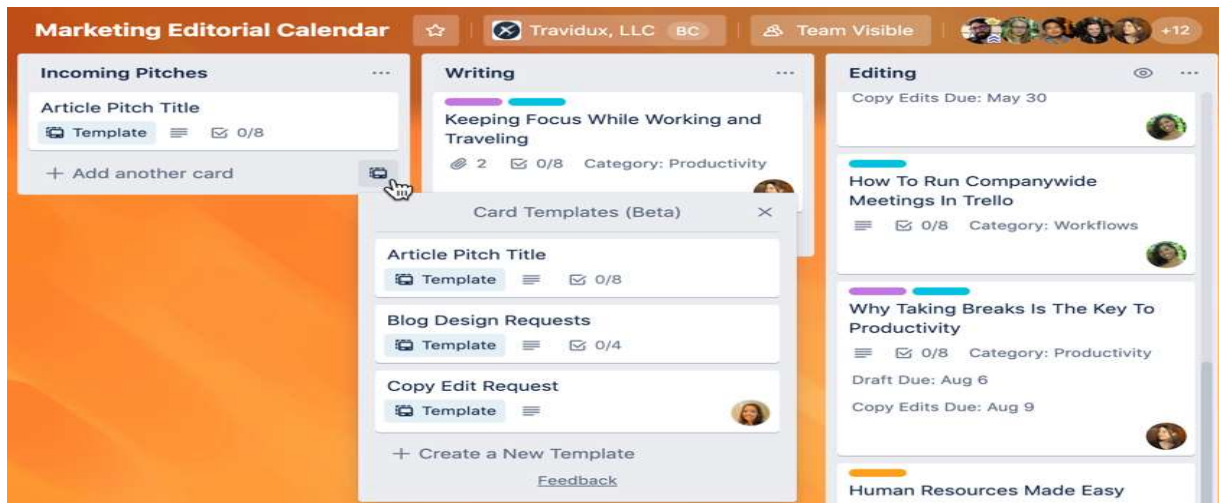
Trello Board view:



Lists: Lists categorize the tasks or projects within the board. For example, a board could have listed such as "To-Do," "In Progress," and "Done." Each checklist can contain multiple cards.

Cards: Cards are used to represent individual tasks or projects. They can contain descriptions, checklists, due dates, and attachments.

Trello Card view:

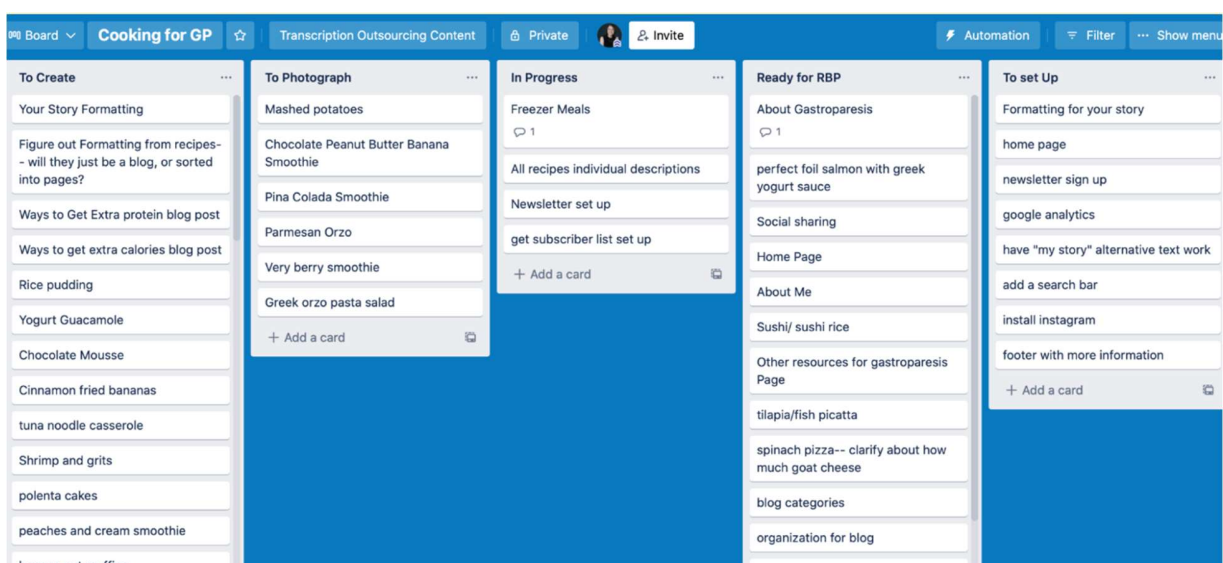


Labels: Labels can be added to cards to provide additional information about the task or project.

For example, a brand could be used to indicate the priority of a job.

Collaboration: Trello allows team members to collaborate on tasks or projects. Team members can be added to a board, and each card can be assigned to a specific team member (Stojanovic, 2021). Team members can also comment on cards and receive notifications when changes are made.

Trello Checklist view:



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