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Assessment

Portfolio Report on Contemporary Software Applications for Business

MODULE NAME: SOFTWARE SOLUTIONS FOR BUSINESS

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Table of Contents

Introduction	2
Main Body	2
Task 1	2
e-Commerce Website builders/software solutions	2
Task 2.....	3
Mind-map of Contemporary Software Applications.....	3
Task 3.....	3
Office Applications for Creating, Storing, Presenting, and Analysing Data	Error! Bookmark not defined.
a.....	6
b.....	Error! Bookmark not defined.
Task 4.....	7
Communication and Collaboration applications.....	7
a.	Error! Bookmark not defined.
b.	10
Conclusion	11
References	11
Appendices	Error! Bookmark not defined.

Introduction

Main Body

Task 1

(10 marks)

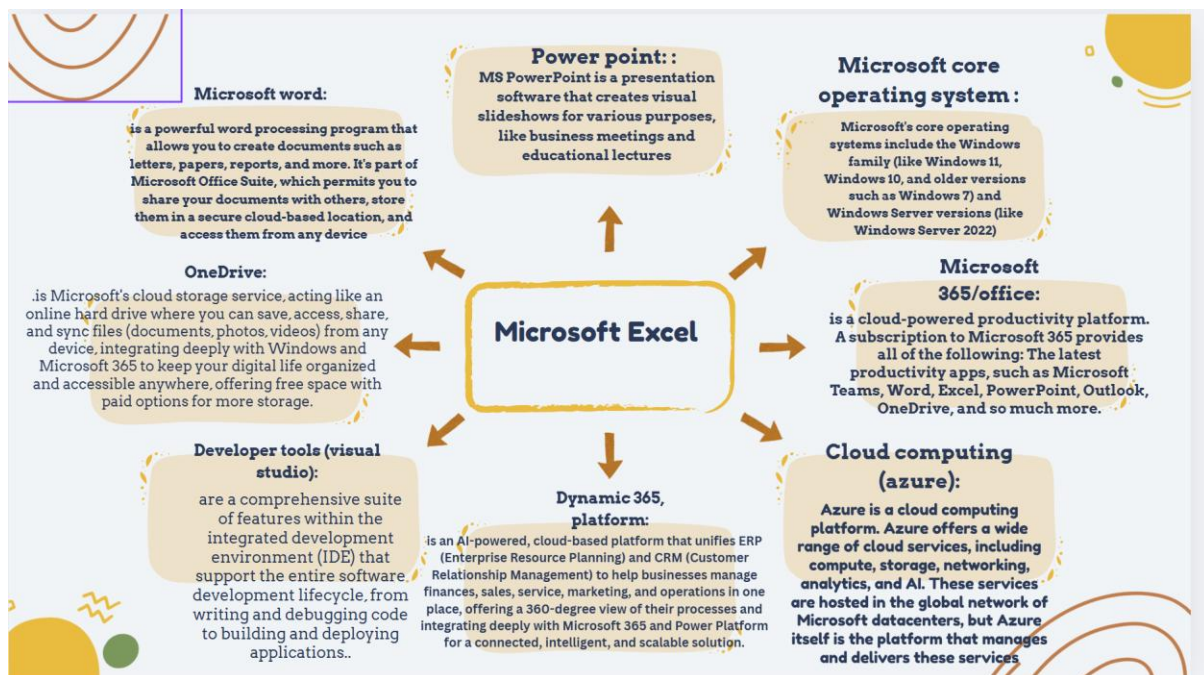
e-Commerce Website builders/software solutions

- I created my own web page on WIX: <https://2513883.wixsite.com/4patas>, and I saw in Wix too many graphics, and this website obliges people to become more creative. We have to learn how to save the text we want to edit because the graphics in Wix is crossing one of the top of the other and the mind of the student is getting more open to see where we have to go. Nowadays is becoming easier to edit videos, and social media can make some people believe in wrong matters with the help of AI
- Canvas is more about following the procedures of the website; the windows don't have too much graphics and is more appropriate for people who don't have a lot of experience organising graphic design. In Canvas, there is a column on the right side of the screen when we open the page to create a design, and we have an option to edit Social media, Photo editor, videos, docs, whiteboards, sheets, and emails. In Canva, we can create our own story by making a video. When we choose to create a design is an option for social media, and in this option, other options: Facebook Post, Youtube Shorts, Instagram and Instagram story, Facebook Cover, Instagram reel, TikTok Video and Facebook Thumbnails, from there we can learn how to edit and share more videos. If we choose sheets is coming sheets templates that we can choose one of the templates displayed on the screen. And we can create our own website, after we choose our own template and edit, on the top right of the screen is a option to share and publish website.
- this is my canvas website: <https://alfredomiguel.my.canva.site/>

Task 2

(15 marks)

Mind-map of Contemporary Software Applications



Task 3

(50 marks)

Data analysis process: I am going to give you an overview and introduction to each of these stages as well as looking at some of the tools you use to undertake these stages.

Step 1: defining the question the first step in your data analysis process or any data analysis process is to define your objective in data analytics terms this is called the problem at statement defining your objective means coming up with a hypothesis and figuring out how exactly to test it you can start by asking what business problem

am I trying to solve, I think this seem straightforward but it can actually be trickier than the scenes for instance your organizations seeing your management might pose a question such as why we losing customers it's possible though that this doesn't get to the core of the problem a data analyst job is to understand the business and the businesses goals as a data analyst you need to understand this enough depth that they can frame the problem the right way to give you a practical example: let's say you work for a fictional company for example I am going to call it top-notch learning this fictional company top Notch creates custom training software for its clients in this example Top Notch is excellent at securing new clients but unfortunately Top Notch has much lower repeat business as a data analyst your question might not be why we losing customers but which factors a negatively impact in the customer experience or even better yet how can we boost customer retention whilst minimizing costs now you've identified the problem you need to find whidasheroo there's also free open source software like grafana free board and Dashbuilder these are fantastic for producing simple dashboards both at the beginning and at the end of the data analysis process so that was step one defining the objective.

On step 2:

Collecting the data once you've established your objective you'll need to create a strategy for collecting and aggregating the appropriate data a key part of this is determining which data you need this might be quantitative data or numeric data for example sales figures or monthly reports or qualitative descriptive data such as customer reviews all of the data fits into one of three categories first party second party and third party data let's explore each one briefly now what is first party data first party data is data that you or your company has directly collected from customers it might for example come in the form of transactional tracking data or information from your customer relationship management system your CRM (customer relationship management) system whatever it source first Party data is usually collected in a clear and structured way other sources the first party data might include customer satisfaction surveys focus groups interviews or direct observation let's talk about second party data to reach your analysis you might want to secure a secondary data source second party data is simply the first party data of other organizations this might be available directly from the company or from private marketplace the main benefit of second party data is usually structured and although it's less relevant first party data it tends to be reliable examples of second party data include website APP or social media activity like online purchase history or shipping data

Step 3:

Third-party data the lastly what is third party data third party data is data that's been collected and aggregated from numerous sources from a third party often but not always third-party data contains a lot of unstructured data or big data many organizations collect this big data to create industry reports or to conduct market research the research and advisory firm gardener is a good real world example of an organization that collects big data and then sells it onto other companies open data repositories and government portals are also sources of third party data let's take a moment to look at some of the tools that you can use to collect data once you've devised a data strategy for example you've identified what data need and how best to go about collecting it there are any tools that you can use to help you one thing you'll need regardless of industry or area of expertise is a data management platform or DMP is a piece of software which allows you to identify and aggregate data from numerous sources before their manipulating them segmenting them and so on there are many DMP's available some well known enterprise DMP's include Salesforce DMP, SAS (statistical analysis system) and the data integration platform explain around you can also try some open source platforms like Pymcore or Dswarm on to step.

Step 4:

Step three cleaning the data once you've collected your data the next step is to get it ready for analysis the data once you've collected your data the next step is to get it ready for announces this means cleaning or scrubbing it and this is crucial to make sure that you're working with high quality data key data cleaning tasks include removing major errors duplicates or outliers all of which are problems when you aggregate data from numerous sources removing unwanted data points so extracting irrelevant observations that have no bearing on your intended analysis bring instruction to your data or general housekeeping so for example fixing typing or layout issues which will help you map or manipulate your data more easily and finally it helps fill in major gaps as you're tidying up you might notice the important data is missing once you've identified these gaps you can go about filling them a good data analyst will spend about 70% to 90% of their time cleaning data this might sound excessive but focusing on infograph if you are familiar with python they're all so many data visualization libraries and packages available for instance check out the Python libraries Plotly Seabourn and Matplotlib whichever data visualization tools you use make sure that you polish up your presentation skills too visualization is great but communication is a key.

Presenting a data: presenting data an effective way takes a certain level of skills and attention to detail in order to ensure that your visuals communicate the right message we have compiled several expert tips for presenting data effectively. First be sure to keep your visuals simple in this case less is more you should minimise the

cognitive load of your audience when creating your visuals remove any extra clutter but still preserve the most important elements of your data while can be challenging to turn in all of your data into a simple visual that still captures the message you are trying to convey it is defiantly necessary visuals that work well are clean and draw the reader's eye to your messages only include the elements that are absolutely necessary to getting your message across including unnecessary elements in your visuals will only make it harder for your audience to get your message, next make your visuals easy to understand the person looking at your visuals should be able to understand what you are saying in a few seconds if thejotform's report builder which makes it quick and easy to add legends to data charts. Another tip is to strike a balance in the visual appeal while your data should be pleasing to the eye make sure that you do not go overboard it should be easy for your audience to scan and digest the data you are presenting if you focus too much on the visual appeal this can make your audience focus more on the coolness factor of your visual rather than drawing on important conclusions don't lose your message entirely while focusing too much on how your visual looks the most important thing is that your visuals are clear and easy to understand.

a.

30 marks

(MS Word: is a powerful word processing software by Microsoft, used for creating, editing, formatting, and sharing documents like letters, reports, resumes, and books, offering tools for text styling, images, tables, spell-check, and real-time collaboration, available across Windows, macOS, web, and mobile devices as part of the Office Suite.

MS PowerPoint: also known as a PowerPoint presentation, is presentation software built by Microsoft. This design tool helps users to communicate a specific idea, whether in a professional, academic, or casual environment. It's easy to create captivating, engaging multimedia presentations with this handy software tool.

MS Excel: is a powerful spreadsheet application from Microsoft used to organize, calculate, analyse, and visualize data in grids of cells (rows and columns). It's a core

tool in business and personal finance for tasks like budgeting, financial modeling, data entry, and creating charts, graphs, and pivot tables to turn complex numbers into understandable information. Key features include formulas, functions, data sorting, filtering, and automation through VBA, making it essential for data management across various platforms.

MS Access: a [Database Management System](#) (DBMS) from Microsoft that helps users store, organize, analyse, and report on large amounts of data using a [graphical interface](#) and tools like tables, queries, forms, and reports, making it powerful for small to mid-sized projects where Excel is too simple, offering [relational data management](#) for complex applications without requiring deep coding expertise for basic use, though it supports [VBA](#) for advanced automation

20 marks

https://drive.google.com/drive/folders/1upcemqmW3UHFBuCJ_EHWKmt5YfwzLOPV

<https://1drv.ms/f/c/aa21f8ab6a73fa7b/EpYYwlbwKhJHlPaQ2my2-tQBfLS9abHlzLtg8MySI3PBhQ>

Task 4

(25 marks)

Communication and Collaboration applications

(Approx. 1000 words)

Communication and Collaboration are essential elements of a successful workplace they allow employees to build trust and transparency and create teams team of people that share resources and knowledge no matter the industry or the role that you're in you know that without the ability to communicate and work together that things fall apart pretty quickly there is no substitute for the effective communication of every successful dynamic personal or professional making effective communication is a priority in the workplace can allow employees to build a sense of trust and confidence among each other and with that collaborate more effectively effective communication allows employees to work through conflict and challenges providing a more positive and productive work environment with that you find a higher moral and higher employee retention if there is no expectation set for employees to prioritize effective communication and collaboration in the workplace companies can struggle to growth the confidence and growth that comes out of employees having the tools and skills to engage and collaborate effectively can drastically affect the company success.

Foundation of communication the truth is communication isn't always easy and straightforward we're only human so our communication have emotion and that sometimes complicates things but if we prioritise things like empathy and our communication it allows us to be more self-aware empathy is what allows us to understand the perspective needs and intentions of others it strengthens relationships and solves problems without empathy in the workplace leaders and their employees can struggle to collaborate our ability to recognise and understand others mental states allows for a culture of open communication and our willingness to learn about others allows us to better engage and communicate effectively another foundation of communication is clarity providing clarity ensures that the message being conveyed and understood in the way that it was intended this also helps with avoiding miscommunication and confusion which are two things in the workplace that cost a lot of time and a lot of money making sure that communication are clear and concise can help streamline processes and ensure that there is a clear understanding which is very important when taking into consideration things like safety or accuracy when working in a dynamic work environment communication can take many forms so having the flexibility to communicate with different personalities and on different platforms can be very beneficial when leaders are able to accommodate different communication styles and preferences they are better able to accommodate and collaborate and kind of engage with their employees being flexible when it comes to communicating can be crucial in roles like sales and customer service but it can be valuable internally when working with a team of people I know for our team I have different platforms and tools that I use to talk to different people our CEO prefers email while our head of development prefers communication over teams chat communication in the workplace has changed a lot in the last few years with people working remotely and all the different ways to connect being able to adapt and embrace those new forms of communication is is more

important than ever communication is such a powerful tool and without it we wouldn't be able to connect with those around us as conveniently as we do now so keeping these foundations in mind when communicating personally and professionally allows for a more peaceful and productive dynamic.

\foundation of collaboration: anyone who has worked on a team of people no matter what size knows how important it is to have basic mutual respect for each other a lack of respect can quickly ruin a team's dynamic as people aren't able to communicate openly and honestly. You have to respect people to work with them effectively I think is really important to remind everyone no matter their role or dynamic that everyone in the team deserves respect respects also creates trust which is another foundation of collaboration trust trusts is foundation of a positive and work relationships trust allows people to share ideas more freely which can turn which in turn can help foster a culture of innovation and collaborating with the team isn't always easy in fact it usually tests our patients and something our sanity but collaborate is essential in every workforce and things like having a shared vision are crucial when communicate and working towards a common goal establishing a shared vision or outcome is a very important step when collaborating not only does it establish not only does establishing a shared vision allows teams members to feel more invested in the outcome it also helps aligns team members and makes it easier for the to coordinate efforts and make progress can be fulfilling and challenged at the same time but setting expectations of respect and trust when employees are working together can help leaders foster a positive and productive work culture.

Communication and communicate or a collaboration and communication as the main causes for workplace failures and that is the senior writer at the expert market the manager and employee dynamic is one that can make or break a company's ability to grow having effective communication between employees and managers is crucial to the growth and development of the company. This is what employees and managers communication should include if you've ever joined the lightwork team for previous webinar then you probably heard someone talk about the importance of open and ongoing communication a successful performance management process is focused around open and open communication it's what allows for fair and accurate rating when managers focus on communication being open and ongoing it means they should be encouraging to feedback and by that I mean both the manager and the employee side employees are provided with sea thoughts about their job performance for managers and I think it's just as important for managers to

a. **13 marks**

b. Email:

- c. Contemporary email communication is an essential, **asynchronous** and **formal** communication tool widely used in professional and personal interactions. It is characterized by its global accessibility, efficiency, capacity for detailed documentation, and seamless integration with other digital tools. [1]

Microsoft word: In contemporary communication, [Microsoft Word](#) is a powerful tool used for **creating professional documents**, facilitating **real-time collaboration**, and integrating with the broader Microsoft 365 ecosystem for seamless workflows. It has evolved from a basic word processor into a sophisticated platform that shapes how people write, share, and communicate information. [2]

Microsoft teams:

[Microsoft Teams](#)

is a **unified collaboration platform** that acts as the central hub for modern workplace communication, combining persistent chat, video conferencing, calling, and file sharing within a single interface. It moves beyond traditional email and single-function apps to create a seamless, integrated environment designed for hybrid work. [3]

Microsoft Share point:

Microsoft SharePoint is a versatile collaboration and content management platform that serves as the foundation for a modern digital workplace, enabling

centralized, dynamic, and integrated contemporary communication across organizations. It transforms traditional, siloed communication into a seamless, interconnected experience through features such as dedicated communication sites, real-time collaboration tools, and deep integration with the broader Microsoft 365 ecosystem. [4]

b. **12 marks**

Conclusion

References

Present 10-15 sources. Please use IEEE referencing style. Do not forget to use in-text citations all the way through out this portfolio report.

Source 1: <https://youtu.be/k2fcaR9kGf4?si=tYddNt6AH4g5io5O> [5]

Source 2: <https://youtu.be/BkvVvbqe2q4?si=afdQWeFmitMOqp5X> [6]

Source 3: https://youtu.be/wbJcJcKbcMg?si=_dtUpW6cF1mKPJ0r [7]

Source 4: <https://youtu.be/7tx1H7sxSL0?si=vHOMoZOChbNYaO-D> [8]

Source 5:

<https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fplay.google.com%2Fstore%2Fapps%2Fdetails%3Fid%3Dcom.azure.authenticator&data=05%7C02%7C%7Cbd333c7772c047f2e23f08de357b0325%7C84df9e7fe9f640afb435aaaaa%7C1%7C0%7C639006999595871941%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIslIAiOiJXaW4zMilslkFOljoiTWFpbGlldUljoyfQ%3D%3D%7C0%7C%7C%7C&sdata=Wothg8c0ddDVnlVrRnlxUW6gSB4T5n33qaFGhkDLiG0%3D&reserved=0> [9]

Source 6:

<https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fplay.google.com%2Fstore%2Fapps%2Fdetails%3Fid%3Dcom.microsoft.office.officehubrow&data=05%7C02%7C%7Cc6e16d42d1584b32c9ca08de357b627b%7C84df9e7fe9f640afb435aaaaa%7C1%7C0%7C639007001204966670%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIslIAiOiJXaW4zMilslkFOljoiTWFpbGlldUljoyfQ%3D%3D%7C0%7C%7C%7C&sdata=b%2B30LGylK1CLKpim4UUVnUyKePvthiBDIzAoYenGWn8%3D&reserved=0> [10]

Source 7: <https://www.waterstones.com/> [11]

Source 8: <https://www.amazon.co.uk/kindle-dbs/storefront?storeType=browse&node=341689031&ie=UTF8> [12]

Source 9: <https://www.thegreatcoursesplus.com/home> [13]

Source 10:

https://www.coursera.org/courseraplus?utm_medium=sem&utm_source=gg&utm_campaign=b2c_emea_x_coursera_ftcof_courseraplus_cx_dr_bau_gg_sem_bd-ex_gb_en_m_hyb_24-09_x&campaignid=21725850922&adgroupid=351685083790&device=c&keyword=coursera&matchtype=e&network=g&devicemodel=&creativeid=1449957450237&adgroupid=&targetid=aud-2274820479284:kwd-36262515261&extensionid=&placement=&gad_source=1&gad_campaignid=21725850922&gclid=Cj0KCQiA6NTJBhDEARIsAB7QHD33QZQxqA7uz1lzo71ivxWMnP9D_h9cj19unFtbfDqRpDw0NX-ARdwaAmoZEALw_wcB [14]

Source 11: Book: Artificial Intelligence for Business: Harness AI for Value, Growth and Innovation (Paperback) [15]