

DS2: Business Digital Artefact Reflective Log

City Bikes Rental

Introduction

I created a digital business artefact for City Bikes Rental. The manager requested a rental summary to identify which type of bicycle was hired most frequently during the week. The artefact was designed to present rental data clearly identify the most popular bike type and include a simple chart to support decision making. Microsoft Excel was selected as the digital tool because it is widely used in business environments for organising calculating and presenting numerical information.

Rationale for Tool Selection

I chose Microsoft Excel because it is one of the most effective software applications for managing and analysing numerical data. Businesses use Excel regularly to record information, perform calculations, and create charts that support decision-making. Since the task involved comparing rental figures and identifying the most popular bicycle type Excel was an appropriate choice Excel provided several useful features including tables formulas and chart creation tools These features enabled me to organise the rental information in a structured format while presenting the results professionally.

Information Used

The information used in the artefact was provided directly within the business scenario. Standard Bike recorded 42 rentals, Electric Bike 28 rentals, Mountain Bike 31 rentals, and Children's Bike 15 rentals. This information was organised into a table and analysed to identify the most popular bicycle type The total number of rentals was 116. The Standard Bike was identified as the most popular bike because it had the highest number of rentals.

Changes Made During Development

During the development process, several changes were made to improve the spreadsheet. Initially the information was entered as a simple list. To improve readability, the information was converted into a structured table with headings. Formatting features such as borders bold text and colour were added to make important information more visible. A bar chart was also included so rental figures could be compared visually.

Improvements

Several improvements were made to enhance the quality of the final artefact. All figures were checked against the information supplied by the manager to ensure accuracy. The formatting was reviewed to maintain consistency throughout the spreadsheet. The chart was adjusted to ensure that labels and rental figures could be read easily. A final proofreading check was completed to correct spelling, grammar, and formatting issues.

Conclusion

Creating this digital artefact improved my understanding of how Excel can be used within a business environment. The final artefact clearly demonstrated that the Standard Bike was the most popular bicycle type, with 42 rentals. The use of tables and charts enabled information to be communicated clearly and effectively supporting business decision making.

University of Wales Trinity Saint David (UWTSD). (2024). Digital Skills Learning Resources. Available through UWTSD student resources.

*Microsoft. (2024). Create professional documents in Microsoft Excel Available at:
<https://support.microsoft.com>*