

Apply IT Concepts to Business Decisions

(15 Marks)

- Qlik offers a complimentary e-book entitled “Turn your Excel Reports into Stunning Dashboards.” Download the e-book. Write a report about what you learned.
- Visit the website of software provider Microstrategy at <https://www.microstrategy.com>
- Click on “Solutions.”
- Click “By Industry.”
- Scroll down to choose an industry that interests you and click on that Industry.
- Choose a business application that

interests you such as Distribution Center Operations, Digital Loyalty Card, Vendor Portal or Customer Analysis.

- Click “Watch the Video.”
- Write a report describing what you learned.

Your well-written report should be 4-5 pages in length, not including the title and reference pages. To make it easier to read and therefore grade, make sure you clearly delineate each section of your answer so it can be matched with the relevant question. Use Saudi Electronic University academic writing standards and APA style guidelines, citing at least two references as appropriate. Review the grading rubric to see how you will be graded for this assignment.

Textbook:

Pollard, C., Turban, E., & Wood, G. (2018). Information technology for management: On-demand strategies for performance, growth, and sustainability (11th ed.). John Wiley & Sons, Inc. ISBN: 978-1118890790; eBook ASIN: B07F7R7L6K.