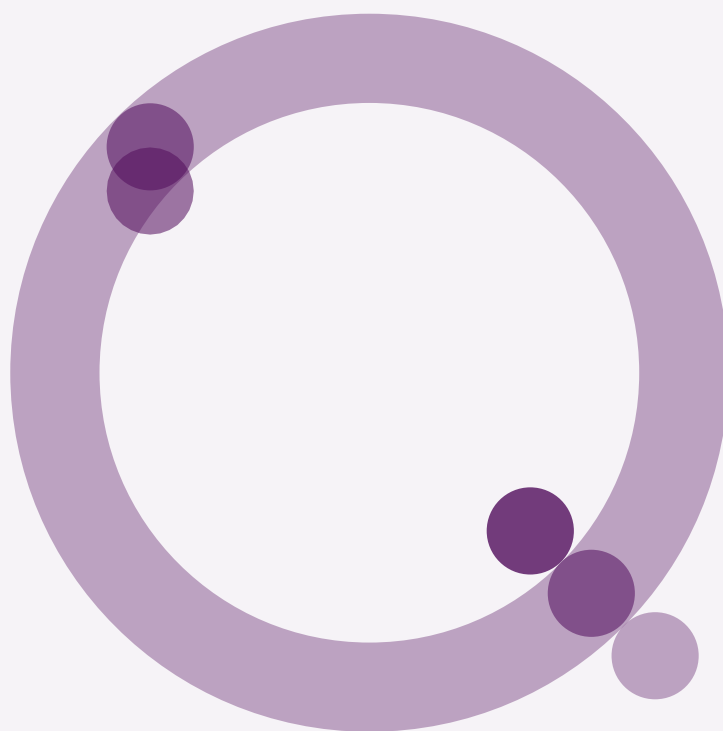


3CO02

Principles of analytics

Learner Assessment Brief

Assessment ID / CIPD_3CO02_22_01



Level 3

Foundation Certificate in

People Practice

Version 1- June 2022, the last moderation window for results for this assessment brief is September 2023

Please write clearly in block capitals.				
Centre number:				
Centre name:				
Learner number (1st 7 digits of CIPD Membership number):				
Learner surname:				
Learner other names:				
Unit code:	3CO02			
Unit title:	Principles of analytics			
Assessment ID:	CIPD_3CO02_22_01			
Assessment start date:				
Assessment submission date:				
First resubmission date for centre marking – if applicable				
Second resubmission date for centre marking – if applicable				
Declared word count				
Assessor name:				
Assessor signature:				
IQA name (if applicable):				
IQA signature (if applicable):				



3CO02

Principles of analytics

This unit looks at how people professionals make both straightforward and complex choices as they carry out their roles. It focuses on how utilising a diverse range of analytics and evidence is essential to the rationalisation and enhancement of working practices and situational decision-making to create value.

CIPD's insight

Evidence-Based practice for effective decision making (April 2022).

Evidence-based practice is about making better decisions, informing action that has the desired impact. An evidence-based approach to decision-making is based on a combination of using critical thinking and the best available evidence. It makes decision makers less reliant on anecdotes, received wisdom and personal experience – sources that are not trustworthy on their own. It's important that people professionals adopt this approach because of the huge impact management decisions have on the working lives and wellbeing of people in all sorts of organisations worldwide.

<https://www.cipd.co.uk/knowledge/strategy/analytics/evidence-based-practice-factsheet>

People analytics – understand what people analytics is, why it is important and how it is used (May 2021)

People analytics is about gathering and analysing data about people in a workforce. It's sometimes called HR analytics or workforce analytics. People data is found in HR systems, from other departments like IT and sales, and from external sources such as salary surveys. Using people data offers the opportunity to contribute to an organisation's strategy by creating insights on what people can do to drive change.

<https://www.cipd.co.uk/knowledge/strategy/analytics/factsheet>

Please note that the purpose of this insight is to link you to CIPD's research and evidence within the subject area, so that you can engage with the latest thinking. It is not provided to replace the study required as part of the learning or as formative assessment material.

Preparation for the Tasks:

- At the start of your assignment, you are encouraged to plan your assessment work with your Assessor and where appropriate agree milestones so that they can help you monitor your progress.
- Refer to the indicative content in the unit to guide and support your evidence.
- Pay attention to how your evidence is presented, remember you are working in the People Practice Team.
- Ensure that the evidence generated for this assessment remains your own work.

You will also benefit from:

- Completing and acting on formative feedback from your Assessor.
- Reflecting on your own experiences of learning opportunities and continuous professional development.



Task - Guidance paper

Your manager wants to reinforce to the People Practice team the importance of how evidence-based practice and analytics is applied in the department to inform sound and justified decision-making. She has asked you to prepare a guidance paper for the team that comprises two sections:

Section One

For section one, the guidance paper needs to:

- Explain what evidenced-based practice is and how it might be applied within an organisation. It should also identify how different types of evidence-based practice can be used to inform principle-led judgements and outcomes for an organisation (AC 1.1).
- Explain the importance of using data in organisations and why there is the need to ensure that data is accurate when determining problems and issues (AC 1.2).
- Explain the different types of quantitative and qualitative data measurements that people professionals use (AC 1.3).
- Explain how the application of agreed policies and procedures inform decisions (AC 1.6).
- Explain how people professionals create value for people, organisations and wider stakeholders. (AC 2.1).
- Summarise the ways in which you can be customer-focused, and standards-driven in your own context (AC 2.2).

Section Two

For section two, she would like you to provide a practical working example of how the People Practice team examines, interprets and presents the findings of data in different diagrammatical formats.

The table below shows the age distribution of employees for six departments.

		Age	Age	Age	Age	Age	Age	Age
	Total in each department	16 -25	26 - 35	36 - 45	46 - 55	56 - 65	66 - 75	76 - 80
Department A	182	12	23	45	44	50	8	0
Department B	146	4	9	21	36	70	4	2
Department C	172	32	12	32	27	51	17	1
Department D	90	0	2	4	9	20	55	0
Department E	262	18	12	31	56	118	23	4
Department F	158	74	54	18	7	5	0	0

- For department's C and D, present each age range as a percentage of the total in each department (AC 1.4).
- Present your findings using two different diagrammatic forms so it can be easily understood by end users and from analysis of the findings, comment on any issues that might be revealed in the data and recommend potential solutions (AC 1.5).

Your evidence must consist of:

Guidance paper

- Section 1. – 1500 words
- Section 2. – 500 words

Refer to CIPD word count policy.

Assessment Criteria Evidence Checklist

You may find the following checklist helpful to make sure that you have included the required evidence to meet the task. This is not a mandatory requirement as long as it is clear in your submission where the assessment criteria have been met.

Task – Guidance paper – Section 1		Evidenced Y/N	Evidence reference
Assessment criteria			
1.1	Explain what evidenced-based practice is and how it is applied within an organisation.		
1.2	Explain the importance of using data in organisations.		
1.3	Explain different types of data measurements that people professionals use.		
1.6	Explain how the application of agreed policies and procedures informs decisions.		
2.1	Explain how people professionals create value for people, organisations and wider stakeholders.		
2.2	Summarise ways in which you can be customer-focused, and standards-driven in your own context.		

Task – Guidance paper – Section 2		Evidenced Y/N	Evidence reference
Assessment criteria			
1.4	Conduct common calculations to interpret data.		
1.5	Present findings in different formats to enable informed decision making.		

Declaration of Authentication

Declaration by learner

I can confirm that this assessment is all my own work and where I have used materials from other sources, they have been properly acknowledged.

Learner name:

Learner signature:

Date*

***This should be the date on which you submit your assessment**

Declaration by Assessor

I confirm that I am satisfied that to the best of my knowledge, the work produced is solely that of the learner.

Assessor name:

Assessor signature:

Date:

3CO02

Principles of analytics



Assessment Criteria marking descriptors.

Assessors will mark in line with the following assessment criteria (AC) marking descriptors, and will indicate where the learner sits within the marking band range **for each AC**.

Assessors must provide a mark from 1 to 4 for each assessment criteria within the unit. Assessors should use the mark descriptor grid as guidance so they can provide comprehensive feedback that is developmental for learners. Please be aware that not all the mark descriptors will be present in **every** assessment criterion, so assessors must use their discretion in making grading decisions.

The grid below shows the range for each unit assessment result based on total number of marks awarded across all assessment criteria.

To pass the unit assessment learners must achieve a 2 (Low Pass) or above for each of the assessment criteria.

The overall result achieved will dictate the outcome the learner receives for the unit, provided **NONE** of the assessment criteria have been failed or referred.

Please note that learners will receive a **Pass or Fail** result from the CIPD at unit level. **Referral** grades can be used internally by the centre.

Overall mark	Unit result
0 to 15	Fail
16 to 20	Low Pass
21 to 25	Pass
26 to 32	High Pass

Marking Descriptors

Mark Range		Descriptor
1	Fail	<p>Insufficient demonstration of knowledge, understanding or skills (as appropriate) required to meet the AC.</p> <p>Insufficient examples included, where required, to support answers.</p> <p>Presentation and structure of assignment is not appropriate and does not meet the assessment brief.</p>
2	Low Pass	<p>Demonstrates an acceptable level of knowledge, understanding or skills (as appropriate) required to meet the AC.</p> <p>Sufficient and acceptable examples included, where required, to support answers.</p> <p>Required format adopted but some improvement required to the structure and presentation of the assignment.</p> <p>Answers are acceptable but could be clearer in responding to the task and presented in a more coherent way.</p>
3	Pass	<p>Demonstrates good knowledge, understanding or skills (as appropriate) required to meet the AC.</p> <p>Includes confident use of examples, where required, to support each answer.</p> <p>Presentation and structure of assignment is appropriate for the assessment brief.</p> <p>Answers are clear and well expressed.</p>
4	High Pass	<p>Demonstrates a wide range and confident level of knowledge, understanding or skill (as appropriate).</p> <p>Includes strong examples that illustrate the point being made, that link and support the answer well.</p> <p>Answers are applied to the case organisation or an alternative organisation.</p> <p>Answers are clear, concise and well argued, directly respond to what has been asked.</p> <p>The presentation of the assignment is well structured, coherent and focusses on the need of the questions.</p> <p>Includes clear evidence of the use of references to wider reading to help inform answer.</p>

Marking grid and feedback for learner

Unit 3CO02: Assessor Feedback to Learner	
Centre number	Please enter your centre number here
Centre name	Please enter your centre name here
Learner number (1st 7 digits of CIPD Membership number)	Please enter the learner number here. Must be 1 st 7 digits of CIPD membership number
Learner surname	Please enter learner surname here
Learner other names	Please enter learner other names here e.g., first name and middle name(s)

SECTION 1		
AC Number	Assessment Criteria	Mark 1-4
1.1	Explain what evidenced-based practice is and how it is applied within an organisation.	
	Please enter your Assessor feedback here	Enter mark here
	Please enter your Assessor feedback here for resubmission 1 (if applicable)	Enter mark here
	Please enter your Assessor feedback here for resubmission 2 (if applicable)	Enter mark here
1.2	Explain the importance of using data in organisations.	
	Please enter your Assessor feedback here	Enter mark here
	Please enter your Assessor feedback here for resubmission 1 (if applicable)	Enter mark here
	Please enter your Assessor feedback here for resubmission 2 (if applicable)	Enter mark here
1.3	Explain different types of data measurements that people professionals use.	
	Please enter your Assessor feedback here	Enter mark here
	Please enter your Assessor feedback here for resubmission 1 (if applicable)	Enter mark here
	Please enter your Assessor feedback here for resubmission 2 (if applicable)	Enter mark here

1.6	Explain how the application of agreed policies and procedures informs decisions.	
	<i>Please enter your Assessor feedback here</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 1 (if applicable)</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 2 (if applicable)</i>	<i>Enter mark here</i>
2.1	Explain how people professionals create value for people, organisations and wider stakeholders.	
	<i>Please enter your Assessor feedback here</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 1 (if applicable)</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 2 (if applicable)</i>	<i>Enter mark here</i>
2.2	Summarise ways in which you can be customer-focused, and standards-driven in your own setting.	
	<i>Please enter your Assessor feedback here</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 1 (if applicable)</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 2 (if applicable)</i>	<i>Enter mark here</i>
Total marks for SECTION 1		<i>Enter total marks here</i>
Total marks for SECTION 1 (resubmission 1 if applicable)		<i>Enter total marks here</i>
Total marks for SECTION 1 (resubmission 2 if applicable)		<i>Enter total marks here</i>

SECTION 2		
AC Number	Assessment Criteria	Mark 1-4
1.4	Conduct common calculations to interpret data.	
	<i>Please enter your Assessor feedback here</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 1 (if applicable)</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 2 (if applicable)</i>	<i>Enter mark here</i>
1.5	Present findings in different formats to enable informed decision making.	
	<i>Please enter your Assessor feedback here</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 1 (if applicable)</i>	<i>Enter mark here</i>
	<i>Please enter your Assessor feedback here for resubmission 2 (if applicable)</i>	<i>Enter mark here</i>
Total marks for SECTION 2		<i>Enter total marks here</i>
Total marks for SECTION 2 (resubmission 1 if applicable)		<i>Enter total marks here</i>
Total marks for SECTION 2 (resubmission 2 if applicable)		<i>Enter total marks here</i>

Total marks for UNIT	<i>Enter total unit marks here</i>	Grade	<i>Enter grade here</i>
Total marks for UNIT (resubmission 1 if applicable)	<i>Enter total unit marks here</i>	Grade (resubmission 1 if applicable)	<i>Enter grade here</i>
Total marks for UNIT (resubmission 2 if applicable)	<i>Enter total unit marks here</i>	Grade (resubmission 2 if applicable)	<i>Enter grade here</i>
Assessor Feedback Summary			

Level 3 Foundation Certificate in People Practice

Please enter your summary and developmental points for the learner here. Please use a different font colour for any resubmission comments.

Assessor signature

Please enter your Assessor signature here

Date

Please enter date here