

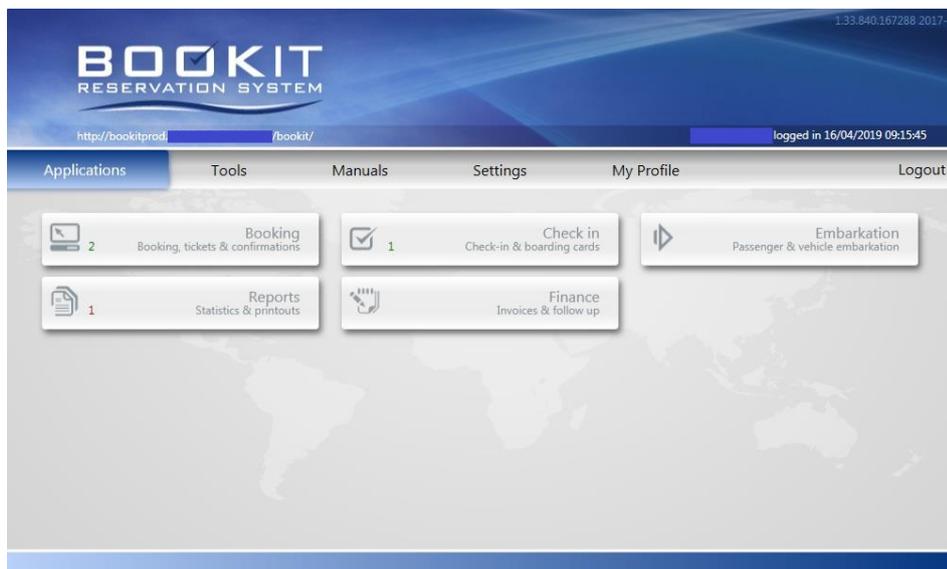
# Unit 317: Analyse and Report Data

As part of my customer service duties I use a bespoke software application called Bookit. The system is used to book passenger travel on our ferries, but is also gives me lots of options to view, query, and report data. Sometimes I use the Bookit system to analyse and report information to my manager to help analyse bookings, look at cabin availability, vehicle bookings/availability, customer vouchers used etc.

It is important to always agree the aims and objectives of research, and the deadline for the analyses prior to starting. Recently I was asked by my line manager to do a bit of forward planning in relation to vehicle bookings/availability. During the summer season the ferry can get very busy. This can lead to vehicle space being fully booked, and customer's requirements sitting on waiting lists. We sometimes move freight containers off the passenger ferry, to free up extra vehicle space for passengers as and when required. The task I was given is as follows: research how much car space we have left on each sailing from ■ up until the end of September and to identify what dates in particular we have little or no car space left. Deadline Friday 26<sup>th</sup> April 2019. (317 P1)

I selected the relevant data from our Bookit system. Data held within our booking system is reliable and valid. Data is up to date, and only contains business bookings/transaction information that has been input by ■ employees as per ■ procedures. By using data from BookIt ensures the data which is analysed and reported is unbiased and has not been manipulated, it is only collated analysed as per the accurately recorded business transactions. (317 P2, K3, K4, K5)

See below a screen print of the different options in Bookit I can use to check the car space. I use the booking tab as that shows me what meterage is left.



In the report tab I can view the vehicle manifest for each date which shows me what freight containers are booked and what vehicles are booked but not how much space is left. The vehicle manifest can be used to check if there are any cars booked on the freight ship as a valet park due to not being enough space on the passenger ship. See below a copy of the vehicle manifest for the

freight ship on the 12/04/2019. This shows that there is one passenger car on the freight ship due to no space on the passenger ship. (317 P2, P3, K3, K5)

**TOTALS**

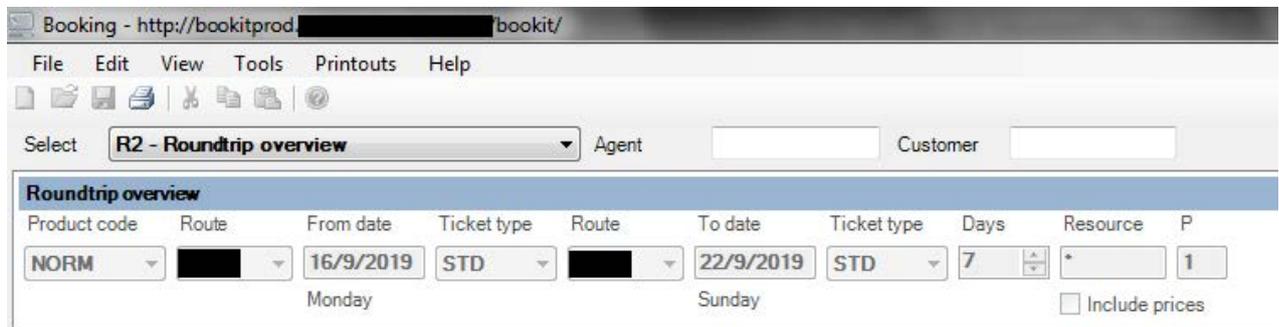
**HIGH, FREIGHT**

High Meters

DROP	Drop Trailer	████████	383.60 m
EMPTY	Empty	████████	187.50 m
RPMT	Reposition Empty	████████	13.60 m
SPV	Self Propelled	████████	9.50 m
UACCN	Unaccompanied Cars (contract rate)	████████	13.10 m
<b>TOTAL HIGH, FREIGHT:</b>			████████ 607.30 m

<b>HIGH, NON-FREIGHT</b>			
High Meters			
CARH	Car - 2.2m high and over	████████	
<b>TOTAL HIGH, NON-FREIGHT:</b>			████████

See below a screen print of the Bookit screen where I can input the dates into a query to view what vehicle space is available on the ferry and can select how many days in advance I need to view. When downloading the data to my PC I requested information per each calendar week. This helped me to collate and organise the data for analysis easily. (317 P2, P3, K3, K5, K6)



See below a screenprint of Bookit showing the meterage available on the ferry for the week beginning 16/09/2019. (317 P2, K3, K5)

STDA	16/09/2019 17:30-07:00 HRO/S	17/09/2019 19:00-07:00 HJA/S	18/09/2019 17:30-07:00 HRO/S	19/09/2019 19:00-07:00 HJA/S	20/09/2019 17:30-07:00 HRO/S	21/09/2019 19:00-07:00 HJA/S	22/09/2019 19:00-07:00 HRO/S
1 PAX	473	595	489	591	522	573	541
2 CAR	418.2	464.1	423.5	456.4	407.2	434.7	452
3 CARH	345	364.1	339	365	357	362	352
4 MHOME	345	364.1	339	365	357	362	352
5 CCVN	345	364.1	339	365	357	362	352
6 CTOW	345	364.1	339	365	357	362	352
7 CBOX	345	364.1	339	365	357	362	352
8 CBOAT	345	364.1	339	365	357	362	352
9 HORSL	345	364.1	339	365	357	362	352
10 VAN	345	364.1	339	365	357	362	352
11 MC	418.2	464.1	423.5	456.4	407.2	434.7	452
12 MCSC	418.2	464.1	423.5	456.4	407.2	434.7	452
13 FMC	345	364.1	339	365	357	362	352

See below a copy of the information I downloaded from Bookit and input into an Excel spreadsheet before conditionally formatting it. When it is all black and white it is really hard to see what dates there is low meterage. Therefore using the conditional formatting helped to visually see availability and limited availability. (317 P3, P4, K5, K6, K7)

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Car Space available from [redacted] to [redacted] from Monday 8th of April to Monday 30th of September												
2													
3	KEY	[red]	less than 50m left available										
4		[yellow]	between 51m and 100m available										
5		[green]	more than 101m available										
6													
7	APRIL					MAY					JUNE		
8	Day	Date	Space available (M)			Day	Date	Space available (M)			Day	Date	Space available (M)
9	Monday	08/04/2019	238.3			Wednesday	01/05/2019	256.6			Saturday	01/06/2019	55.8
10	Tuesday	09/04/2019	75.5			Thursday	02/05/2019	144.7			Sunday	02/06/2019	223.2
11	Wednesday	10/04/2019	2.1			Friday	03/05/2019	166			Monday	03/06/2019	332.4
12	Thursday	11/04/2019	3			Saturday	04/05/2019	231.4			Tuesday	04/06/2019	86.7
13	Friday	12/04/2019	8.8			Sunday	05/05/2019	240			Wednesday	05/06/2019	204.6
14	Saturday	13/04/2019	266.2			Monday	06/05/2019	213.9			Thursday	06/06/2019	300.3
15	Sunday	14/04/2019	232			Tuesday	07/05/2019	68.4			Friday	07/06/2019	84.4
16	Monday	15/04/2019	297			Wednesday	08/05/2019	181.4			Saturday	08/06/2019	104.5
17	Tuesday	16/04/2019	66.5			Thursday	09/05/2019	172.6			Sunday	09/06/2019	204
18	Wednesday	17/04/2019	136.1			Friday	10/05/2019	152.5			Monday	10/06/2019	321.9
19	Thursday	18/04/2019	0			Saturday	11/05/2019	206.4			Tuesday	11/06/2019	26.5
20	Friday	19/04/2019	124.7			Sunday	12/05/2019	243.8			Wednesday	12/06/2019	217
21	Saturday	20/04/2019	277.6			Monday	13/05/2019	176.2			Thursday	13/06/2019	261.7
22	Sunday	21/04/2019	223.8			Tuesday	14/05/2019	54.6			Friday	14/06/2019	124.6
23	Monday	22/04/2019	280.6			Wednesday	15/05/2019	205.4			Saturday	15/06/2019	71.2
24	Tuesday	23/04/2019	87.6			Thursday	16/05/2019	163.2			Sunday	16/06/2019	213.6
25	Wednesday	24/04/2019	197.4			Friday	17/05/2019	146.9			Monday	17/06/2019	294.3
26	Thursday	25/04/2019	184.8			Saturday	18/05/2019	192.5			Tuesday	18/06/2019	47.6
27	Friday	26/04/2019	107			Sunday	19/05/2019	212.1			Wednesday	19/06/2019	229.4
28	Saturday	27/04/2019	270.6			Monday	20/05/2019	271.7			Thursday	20/06/2019	259.5
29	Sunday	28/04/2019	260.6			Tuesday	21/05/2019	39.5			Friday	21/06/2019	190.8
30	Monday	29/04/2019	259.6			Wednesday	22/05/2019	267.5			Saturday	22/06/2019	131.2
31	Tuesday	30/04/2019	78.9			Thursday	23/05/2019	183.5			Sunday	23/06/2019	45.4
32						Friday	24/05/2019	198.7			Monday	24/06/2019	267.3
33						Saturday	25/05/2019	178			Tuesday	25/06/2019	30.5
34						Sunday	26/05/2019	215.6			Wednesday	26/06/2019	271
35						Monday	27/05/2019	313			Thursday	27/06/2019	326.7
36						Tuesday	28/05/2019	80.5			Friday	28/06/2019	119.2
37						Wednesday	29/05/2019	235.4			Saturday	29/06/2019	79.7
38						Thursday	30/05/2019	1.6			Sunday	30/06/2019	103

Once I had gathered all the data I needed. I downloaded the vehicle data it into an Excel spreadsheet to make it easier to understand. I analysed the data so that I could get the information I require to meet the aims and objective, which was to see what dates there was limited or no car space available from April until the end of September 2019. After collating and presenting the data in Excel I conditionally formatted the figures to make it easier to analyse and evaluate the results and conclusions. The average car is 4.5m long; by having all the dates with 50m or less (roughly 11 car spaces) in red it was clear which dates we need to look at trying to move freight from the passenger ship to the freight ship. By having the dates that have between 51m and 100m left in yellow it shows us what dates are worth keeping an eye on, and dates that there is over 100m of car space available in green shows us dates we don't need to worry about. This is particular useful for the summer months as more customers require vehicle spaces on the ferry. Tuesdays are relatively quiet so car space usually isn't a problem however there isn't a freight boat on a Tuesday departing ■ so freight does book up a lot of the space I therefore need to watch this data from week to week. (317 P2, P3, P4, P5, K6, K7)

See below a copy of the spreadsheet I produced to show the available car space each date from 16/04/2019 to 30/09/2019. (317 P3, P4, P5, P8, K5, K6, K8)

Car Space available from [redacted] to [redacted] from Monday 8th of April to Monday 30th of September									
KEY	[red]	less than 50m left available							
	[yellow]	between 51m and 100m available							
	[green]	more than 101m available							
<b>APRIL</b>			<b>MAY</b>				<b>JUNE</b>		
Day	Date	Space available (M)	Day	Date	Space available (M)	Day	Date	Space available (M)	
Monday	08/04/2019	238.3	Wednesday	01/05/2019	256.6	Saturday	01/06/2019	55.8	
Tuesday	09/04/2019	75.5	Thursday	02/05/2019	144.7	Sunday	02/06/2019	223.2	
Wednesday	10/04/2019	1.1	Friday	03/05/2019	166	Monday	03/06/2019	332.4	
Thursday	11/04/2019	3	Saturday	04/05/2019	231.4	Tuesday	04/06/2019	86.7	
Friday	12/04/2019	8.8	Sunday	05/05/2019	240	Wednesday	05/06/2019	204.6	
Saturday	13/04/2019	266.2	Monday	06/05/2019	213.9	Thursday	06/06/2019	300.3	
Sunday	14/04/2019	232	Tuesday	07/05/2019	68.4	Friday	07/06/2019	84.4	
Monday	15/04/2019	297	Wednesday	08/05/2019	181.4	Saturday	08/06/2019	104.5	
Tuesday	16/04/2019	66.5	Thursday	09/05/2019	172.6	Sunday	09/06/2019	204	
Wednesday	17/04/2019	136.1	Friday	10/05/2019	152.5	Monday	10/06/2019	321.9	
Thursday	18/04/2019	0	Saturday	11/05/2019	206.4	Tuesday	11/06/2019	26.5	
Friday	19/04/2019	124.7	Sunday	12/05/2019	243.8	Wednesday	12/06/2019	217	
Saturday	20/04/2019	277.6	Monday	13/05/2019	176.2	Thursday	13/06/2019	261.7	
Sunday	21/04/2019	223.8	Tuesday	14/05/2019	54.6	Friday	14/06/2019	124.6	
Monday	22/04/2019	280.6	Wednesday	15/05/2019	205.4	Saturday	15/06/2019	71.2	
Tuesday	23/04/2019	87.6	Thursday	16/05/2019	163.2	Sunday	16/06/2019	213.6	
Wednesday	24/04/2019	197.4	Friday	17/05/2019	146.9	Monday	17/06/2019	294.3	
Thursday	25/04/2019	184.8	Saturday	18/05/2019	192.5	Tuesday	18/06/2019	47.6	
Friday	26/04/2019	107	Sunday	19/05/2019	212.1	Wednesday	19/06/2019	229.4	
Saturday	27/04/2019	270.6	Monday	20/05/2019	271.7	Thursday	20/06/2019	259.5	
Sunday	28/04/2019	260.6	Tuesday	21/05/2019	39.5	Friday	21/06/2019	190.8	
Monday	29/04/2019	259.6	Wednesday	22/05/2019	267.5	Saturday	22/06/2019	131.2	
Tuesday	30/04/2019	78.9	Thursday	23/05/2019	183.5	Sunday	23/06/2019	45.4	
			Friday	24/05/2019	198.7	Monday	24/06/2019	267.3	
			Saturday	25/05/2019	178	Tuesday	25/06/2019	30.5	
			Sunday	26/05/2019	215.6	Wednesday	26/06/2019	271	
			Monday	27/05/2019	313	Thursday	27/06/2019	326.7	
			Tuesday	28/05/2019	80.5	Friday	28/06/2019	119.2	
			Wednesday	29/05/2019	235.4	Saturday	29/06/2019	79.7	
			Thursday	30/05/2019	1.6	Sunday	30/06/2019	103	
			Friday	31/05/2019	137				

JULY			AUGUST			SEPTEMBER		
Day	Date	Space available (M)	Day	Date	Space available (M)	Day	Date	Space available (M)
Monday	01/07/2019	261.7	Thursday	01/08/2019	335.8	Sunday	01/09/2019	415
Tuesday	02/07/2019	83.7	Friday	02/08/2019	247.2	Monday	02/09/2019	428.2
Wednesday	03/07/2019	305.9	Saturday	03/08/2019	256.3	Tuesday	03/09/2019	457
Thursday	04/07/2019	328.5	Sunday	04/08/2019	324.4	Wednesday	04/09/2019	425.5
Friday	05/07/2019	131.6	Monday	05/08/2019	350.6	Thursday	05/09/2019	443.5
Saturday	06/07/2019	228.4	Tuesday	06/08/2019	111.3	Friday	06/09/2019	406.9
Sunday	07/07/2019	260.2	Wednesday	07/08/2019	290	Saturday	07/09/2019	416.5
Monday	08/07/2019	355.5	Thursday	08/08/2019	398.9	Sunday	08/09/2019	451.6
Tuesday	09/07/2019	30.4	Friday	09/08/2019	287.5	Monday	09/09/2019	435
Wednesday	10/07/2019	310.3	Saturday	10/08/2019	231.9	Tuesday	10/09/2019	465.5
Thursday	11/07/2019	326.4	Sunday	11/08/2019	344.3	Wednesday	11/09/2019	416.5
Friday	12/07/2019	148.1	Monday	12/08/2019	371.4	Thursday	12/09/2019	447.8
Saturday	13/07/2019	195.6	Tuesday	13/08/2019	130	Friday	13/09/2019	413.1
Sunday	14/07/2019	292.2	Wednesday	14/08/2019	350.8	Saturday	14/09/2019	380.8
Monday	15/07/2019	367.6	Thursday	15/08/2019	392.8	Sunday	15/09/2019	431.5
Tuesday	16/07/2019	132.7	Friday	16/08/2019	296.4	Monday	16/09/2019	418.2
Wednesday	17/07/2019	316.4	Saturday	17/08/2019	315.5	Tuesday	17/09/2019	464.1
Thursday	18/07/2019	324.8	Sunday	18/08/2019	313.8	Wednesday	18/09/2019	423.5
Friday	19/07/2019	230.8	Monday	19/08/2019	383.7	Thursday	19/09/2019	456.4
Saturday	20/07/2019	257.2	Tuesday	20/08/2019	90	Friday	20/09/2019	407.2
Sunday	21/07/2019	312	Wednesday	21/08/2019	345.5	Saturday	21/09/2019	434.7
Monday	22/07/2019	325.3	Thursday	22/08/2019	402.3	Sunday	22/09/2019	452
Tuesday	23/07/2019	87.7	Friday	23/08/2019	325.3	Monday	23/09/2019	452.5
Wednesday	24/07/2019	310.3	Saturday	24/08/2019	381.7	Tuesday	24/09/2019	456.5
Thursday	25/07/2019	369.3	Sunday	25/08/2019	356.3	Wednesday	25/09/2019	421
Friday	26/07/2019	254.9	Monday	26/08/2019	416.4	Thursday	26/09/2019	444.4
Saturday	27/07/2019	252.4	Tuesday	27/08/2019	124.7	Friday	27/09/2019	423.4
Sunday	28/07/2019	152.5	Wednesday	28/08/2019	365.4	Saturday	28/09/2019	425.2
Monday	29/07/2019	244.8	Thursday	29/08/2019	450.4	Sunday	29/09/2019	452.5
Tuesday	30/07/2019	81.6	Friday	30/08/2019	319.9	Monday	30/09/2019	448
Wednesday	31/07/2019	257.7	Saturday	31/08/2019	354			

After I had made up the spreadsheet within the agreed timeframe I emailed it to Alison to show her what dates were short on car space between the 10<sup>th</sup> of April and the 30<sup>th</sup> of September 2019. After she had read it she spoke to me about it and gave me her feedback all of which was positive. Alison said that by having this in place it helps the freight department as well as they can also see what dates are filling up and have limited meterage left so they can also forward plan by moving freight trailers to the freight ship or adding in extra freight sailings. She also said that it will help us as a team in ■ as we can all see what dates are starting to fill up and remind us all to keep an eye on the car standby folder as it will be filling up and space can become available at any time due to cancellations and bookings changing. (317 P7, P8)

I checked the accuracy of the data by double checking I had input the figures from BookIt correctly. With the available meterage changing each day due to cancellations and bookings changing the figures are correct as off the 8<sup>th</sup> of April. (316 P6)

See below a copy of the email I sent Alison to show her my findings. I presented the report on time and within the agreed format to meet Alison’s requirements. (317 P8)

**Car Space [SB]**

Sent: Fri 05/04/2019 12:48  
To: [Redacted]

Message Spreadsheet 2.xlsx (18 KB)

Classification [Redacted] Business

Hi [Redacted]

As part of my SVQ 3 college work I have chosen to look ahead at the car space available [Redacted] from now until the end of September. I have made up a spreadsheet with all the dates and colour coordinated each date so it is clear what dates have little car space available. Please find attached the spreadsheet. Obviously the meterage available will change as time goes on. 😊

Regards

[Redacted]  
Customer Service Assistant

[Redacted]  
[Redacted]  
[Redacted]  
Email [Redacted]  
[Redacted]

If a passenger wants to book a car on a sailing that there isn’t enough meterage left we put them on our car standby list with 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> etc. The list shows who went on the waiting list first as it is a first come first served process. This information gets checked every morning to see if any space has become available as sometimes passengers cancel their bookings.

See below a copy of a confirmation that is currently in our standby list for the 30/05/2019. At the moment they are the first customer on the waiting list for that date. (317 P2, K3)

Booking no 2890686

Service	Passenger Type	Rate	Quantity	Price	Total
30.05.2019 19:00					
Passenger	Child age 5-15 yrs	Islander - Sponsorship	2	6.86	13.72
Passenger	Adult	Islander - Sponsorship	2	13.72	27.44
Inside 4-berth cabin		Islander - Sponsorship	1	72.10	72.10
31.05.2019 17:30					
Domestic Van (Non-business)		Islander - Sponsorship	2	55.86	111.72
03.06.2019 19:00					
Passenger	Child age 5-15 yrs	Islander - Sponsorship	2	6.86	13.72
Passenger	Adult	Islander - Sponsorship	2	13.72	27.44
Inside 4-berth cabin		Islander - Sponsorship	1	72.10	72.10
Domestic Van (Non-business)		Islander - Sponsorship	2	55.86	111.72
Total Booking Value					449.96
Total Paid					449.96
Total Refund					0.00
Balance Due					0.00

1st  
STAND BY 30/05  
2 vans

If there are quite a few cars on the waiting list I keep in regular contact with the freight department so they know how much space we need for certain dates. For example we had 5 cars on standby for Thursday 4<sup>th</sup> April 2019. I emailed the freight department on Tuesday 2<sup>nd</sup> April 2019 so they had time to look at what freight they could move around to get these cars on. This email was then followed up by my manager Alison who phoned the freight department later on in the day to see if it was possible to get these cars on the passenger ship as many of the cars were going to go down the night before. This isn't ideal for the passengers who have to drop off their car through the day on Wednesday and have no car on Thursday until they collect the car in ■ on Friday morning. (317 P2, K3)

After speaking to the freight department they managed to move around some of the freight and we got all 5 cars on. I phoned each passenger to make them aware that their car could travel on the passenger ship on Thursday they were all very thankful.

See below a copy of the email I sent to the freight department so that they were aware of how many cars were on standby. (317 P2, K3)

**Standby Cars [SB]**

██████████  
Sent: Tue 02/04/2019 08:44  
To: ██████████  
Cc: ██████████ Customer Services

Classification: ██████ Business

Hello,

Just to let you know we now have 5 Cars on standby for Thursday 4<sup>th</sup> April ██████

Regards

██████████  
████████████████████  
██████████  
██  
Tel: ██████████  
Email: ██  
████████████████████

There are different kinds of research methods. Primary research is research that is undertaken to answer specific questions or issues. Primary research normally consists of surveys, questionnaires or interviews. This type of research is normally conducted on individuals, and small groups of people. (317 K1)

Secondary research is involves collating existing research data and expanding on it. Secondary research uses primary research as a source of information which is then expanded. Secondary research is different from primary research because primary research gathers generation of data, whereas secondary research used primary research as a source for data analyses. Examples of secondary research would be textbooks, encyclopaedia's and article reviews etc. (317 K1)

Quantitative research gathers information in a numerical form. Quantitative research helps develop and employ mathematical models, theories and hypotheses. The process of measurement is central

to quantitative research because it provides the fundamentals of information. This information is numerical for example percentages and statistics. Quantitative research is widely used in psychology, economics sociology and marketing etc. (317 K2)

Qualitative research is not in a numerical form and looks more at the quality of information gathered so asks fewer people more in depth questions. Qualitative research looks more at meanings, concepts definitions, characteristics etc. The description of things, peoples ideas, thoughts, feelings rather than actual numerical data/statistics. Qualitative research approaches are carried out in academic disciplines focusing particularly on human elements, and social sciences. (317 K2)