Qualification awaiting accreditation

CAMBRIDGE OCR

Sample assessment material

Cambridge OCR Level 3 V Level in Digital Systems and Data

H101

Unit F017: Application of data analytics

Version 0.1 | November 2026

ocr.org.uk/V Levels

Introduction

This is a sample assessment material (SAM). It is an example Cambridge OCR-set assignment published alongside the specification. It is designed to show the style and tasks you can expect from our set assignments.

As the qualification develops, we may update the set assignment template. To help you get the most from this SAM, we also provide two supporting resources:

- **Assessment story** – this explains the structure of the qualification and our approach to both examined and non-exam assessment.
- **Student guide to NEA assignments** – this provides a summary for your students of key points about their Cambridge OCR-set assignments, including the importance of avoiding plagiarism.

Summary of updates

Section	Change	Version	Date
N/A	First draft – Awaiting accreditation.	0.1	4th November 2026

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Cambridge OCR-set Assignment

Sample assessment material

Cambridge OCR Level 3 V Level in Digital Systems and Data

Unit F017: Application of data analytics

Scenario Title: Grand Coast Attractions visitor experience review

Valid for assessment from <month> 20XX to <month> 20XX.
For use by students beginning the qualification in <month> 20XX.

This is a sample Cambridge OCR-set assignment which should only be used for practice**.**

This assignment **must not** be used for live assessment of students.

The live assignments will be available on our secure website, 'Teach Cambridge'.

The Cambridge OCR administrative codes linked to this unit are:

- unit entry code F017
- certification code H101

The regulated qualification numbers linked to this unit are:

XXX/XXX/X

Duration

About
- 15 hours of supervised time (GLH)
  (work that must be completed under teacher supervised conditions)

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Tasks for students and marking criteria

Unit F017: Application of data analytics

Scenario Title: Grand Coast Attractions (GCA) visitor experience review

Valid for assessment from <month> 20XX to <month> 20XX.
For use by students beginning the qualification in <month> 20XX.

Scenario

Grand Coast Attractions (GCA) operates a network of visitor attractions across the UK, including aquariums, adventure parks and heritage sites.

GCA is preparing its investment plan for the next financial year. Due to a limited budget senior managers can only fund improvements at some of the sites.

Recent reports recording visitor numbers, customer feedback and marketing activity have produced mixed results. Some attractions have more visitors and good customer feedback, while others have fewer visitors even though they have increased their marketing efforts. Managers are unsure whether marketing activity, visitor satisfaction or other operational factors are having the greatest influence on performance, as different reports appear to suggest different conclusions.

Before investment decisions are made, the senior managers have requested an analysis of available operational data.

You have been asked to examine:

- If marketing activity is influencing attendance.
- Which locations are performing most effectively.
- Whether visitor satisfaction is linked to repeat visits.
- Which attractions site(s) should be prioritised for future investment.

Data has been collected from several operational systems used across GCA.

Dataset	Source	Updated	Notes
Visitor attendance data	Ticketing system	Monthly	A repeat Visitor is a visitor attending more than once within a 12 month period.
Marketing campaign data	Marketing platform	Monthly	Location specific marketing only. The data does not include national advertising.
Customer satisfaction survey data	Visitor survey system	Monthly	Satisfaction scores may be recorded as either ratings or percentages depending on collection method.

GCA are aware that differences in data collection methods and recording practices may affect the reliability of findings. Before conclusions can be presented to senior managers, the available datasets must be reviewed to determine their suitability for analysis and any limitations that may affect confidence in findings.

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You have been asked to prepare, analyse, interpret and present the data to support future investment decisions.

To complete your visitor experience review, you **must** use the following datasets:

- Visitor attendance data.
- Marketing campaign data.
- Customer satisfaction survey data.

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Task 1

Data analysis requirements and preparation of data for analysis

Topics A and B are assessed in this task.

The task is to:

a) Explain why Grand Coast Attractions (GGA) needs to complete a data analysis exercise.

b) Explain the data requirements for the analysis.

c) Assess the suitability of datasets for analysis, identifying data quality issues and concluding on overall suitability. Think about the data you have, including the fields, formats and any links between different sets of data.

d) Use data validation and preparation methods to prepare the data for analysis and explain why each method has been chosen.

Your evidence **must** include:

- Written evidence.
- Prepared datasets for analysis.

Total marks for Task 1: 18 marks

Marking criteria and guidance – Task 1

Task 1a	**Explain** why the organisation needs to complete a data analysis exercise. [AO1.2x1; AO2.1x2]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Secure:**	**Two** relevant reasons for conducting the data analysis are included with **limited** explanation.
Mark Band 2	**2**	**Secure:**	**Some** of the **main** reasons for conducting the data analysis are included with **clear** explanation.
Mark Band 3	**3**	**Secure:**	**All reasons** for conducting the data analysis are included with **detailed** explanation.
Assessment guidance: • Students **could** apply the purpose of data analysis from Topic A1.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

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Task 1b	**Explain** the data requirements for the analyyis [AO1.2x1, AO2.2x2]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Secure:**	**Two** relevant data requirements are included with **limited** explanation.
Mark Band 2	**2**	**Secure:**	**Some** of the **main** data requirements are included with **clear** explanation.
Mark Band 3	**3**	**Secure:**	**All** data requirements are included with **detailed** explanation.
Assessment guidance: • Students **could** apply datasets and data sources from Topic A2.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 1c	**Assess** the suitability of datasets for analysis, identifying data quality issues and concluding on overall suitability. [AO1.3x1, AO3.2x5]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Just:**	**Basic** assessment of data suitability with **partial** coverage of **two** data quality issues and a conclusion on overall suitability.
	2	**Secure:**	**Basic** assessment of data suitability with **partial** coverage of **more than two** data quality issues and a conclusion on overall suitability.
Mark Band 2	**3**	**Just:**	**Clear** assessment of data suitability with **partial** coverage of the **main** data quality issues and a conclusion on overall suitability.
	4	**Secure:**	**Clear** assessment of data suitability with f**ull** coverage of the **main** data quality issues and a conclusion on overall suitability.
Mark Band 3	**5**	**Just:**	**Detailed** assessment of dataset suitability with **partial** coverage of **all** data quality issues and an appropriate conclusion on overall suitability.
	6	**Secure:**	**Detailed** assessment of dataset suitability with **full** coverage of **all** data quality issues and an appropriate conclusion on overall suitability.
Assessment guidance: • Students **could** apply data quality issues and suitability for analysis from Topic A3 and metadata, field definitions and documentation from Topic A4.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

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Task 1d	**Use** data validation and preparation methods to prepare the data for analysis and explain why each method has been chosen [AO1.3x1; AO2.1x2, AO2.3x3]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Just:**	**Two** data preparation methods are used with **limited** explanation of suitability.
	2	**Secure:**	**More than two** data preparation methods are used with **limited** explanation of suitability.
Mark Band 2	**3**	**Just:**	**More than two** data preparation methods are used with **clear** explanation of suitability.
	4	**Secure:**	**Most** of the **main** data preparation methods are used with **clear** explanation of suitability.
Mark Band 3	**5**	**Just:**	**Most** of the **main** data preparation methods are used with **detailed** explanation of suitability.
	6	**Secure:**	**All relevant** data preparation methods are used with **detailed** explanation of suitability.
Assessment guidance: • Students **could** use the data validation and preparation methods from Topic B1.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

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Task 2

Analyse data and create analytical outputs

Topic B is assessed in this task.

The task is to:

a) Apply analytical techniques and systems to the datasets prepared in **Task 1**.

b) Create analytical outputs that identify findings and support the development of conclusions.

c) Assess analytical outputs in relation to the defined purpose to identify and conclude on the initial findings.

Your evidence **must** include:

- Analysed datasets.
- Analytical outputs.
- Written evidence.

Total marks for Task 2: 18 marks

Marking criteria and guidance – Task 2

Task 2a	**Apply** analytical techniques and systems to the datasets prepared in Task 1 [AO1.3x1, AO2.3x5]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Just:**	**Two** analytical techniques **or** systems are applied with **basic** accuracy.
	2	**Secure:**	**More than two** analytical techniques **or** systems are applied with **basic** accuracy.
Mark Band 2	**3**	**Just:**	**More than two** analytical techniques **or** systems are applied with **partia**l accuracy.
	4	**Secure:**	**Most** of the **main** analytical techniques **and** systems are applied with **partial** accuracy.
Mark Band 3	**5**	**Just:**	**Most of** the **main** analytical techniques **and** systems are applied with **complete** accuracy.
	6	**Secure:**	**All relevant** analytical techniques **and** systems are applied with **complete** accuracy.
Assessment guidance: • To achieve 1-3 marks, students must apply the required number of **either** techniques **or** systems or the required number across both. For 4-6 marks, students must evaluate the required number of **both** techniques **and** systems. • Students **could** use the analytical techniques and systems from Topic B2.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

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Task 2b	**Create** analytical outputs that identify findings and support the development of conclusions. [AO1.1x1, AO2.4x5]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Just:**	**Two** analytical outputs are created with **limited** accuracy.
	2	**Secure:**	**More than two** analytical outputs are created with **limited** accuracy.
Mark Band 2	**3**	**Just:**	**More than two** analytical outputs are created with **partial** accuracy.
	4	**Secure:**	**Most** of the **main** analytical outputs are created with **partial** accuracy.
Mark Band 3	**5**	**Just:**	**Most** of the **main** analytical outputs are created with **complete** accuracy.
	6	**Secure:**	**All relevant** analytical outputs are created with **complete** accuracy.
Assessment guidance: • Students **could** use the forms and uses of analytical outputs from Topic B3.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 2c	**Assess** analytical outputs in relation to the defined purpose to identify and conclude on the initial findings**.** [AO2.5x3, AO3.2x3]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Just:**	**Two** findings are identified and concluded upon from a **limited** assessment of analytical outputs.
	2	**Secure:**	**More than two** findings are identified and concluded upon from a **limited** assessment of analytical outputs
Mark Band 2	**3**	**Just:**	**More than two** findings are identified and concluded upon from a **clear** assessment of analytical outputs.
	4	**Secure:**	**Most** of the **main** findings are identified and concluded upon from a **clear** assessment of analytical outputs.
Mark Band 3	**5**	**Just:**	**Most** of the **main** findings are identified and concluded upon from a **detailed** assessment of analytical outputs.
	6	**Secure:**	**All relevant** findings are identified and concluded upon from a **detailed** assessment of analytical outputs.
Assessment guidance: • Students **could** use analytical outputs and decision making from Topic B3.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

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Task 3

Develop conclusions and make recommendations

Topics A and C are assessed in this task.

The task is to:

a) Interpret the analytical outputs produced in **Task 2** to develop evidence-based conclusions.

b) Explain analytical decisions, assumptions and outputs produced.

c) Justify evidence-based recommendations.

d) Evaluate the confidence that can be placed in your conclusions.

Your evidence **must** include:

- Written evidence.

Total marks for Task 3: 15 marks

Marking criteria and guidance – Task 3

Task 3a	**Interpret** the analytical outputs produced in Task 2 to develop evidence-based conclusions [AO2.5x1, AO3.2x2]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Secure:**	**More than two** conclusions are developed with **basic** interpretation.
Mark Band 2	**2**	**Secure:**	**Most** of the **main** conclusions are developed with **clear** interpretation.
Mark Band 3	**3**	**Secure:**	**All relevant** conclusions are developed with **detailed** interpretation.
Assessment guidance: • Students **could** use interpretation of analytical findings from Topic C1.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

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Task 3b	**Explain** analytical decisions, assumptions and outputs produced [AO2.1x3]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Secure:**	**Two** analytical decisions, assumptions and outputs are included with **limited** explanation.
Mark Band 2	**2**	**Secure:**	**Most** of the **main** analytical decisions, assumptions and outputs are included with **clear** explanation.
Mark Band 3	**3**	**Secure:**	**All relevant** analytical decisions, assumptions and outputs are included with **detailed** explanation.

Assessment guidance:

- Students **must** document and explain analytical decisions, assumptions **and** outputs produced during **Tasks 1** and **2**.
- Evidence **must** demonstrate:
  - What decisions were made.
  - What assumptions were made.
  - Why they were made.
  - How they influenced the analysis.
  - How they support transparency and interpretation of findings.
- Students **could** use metadata, field definitions and documentation from Topic A4.
- Students **could** apply Interpretation of analytical findings from Topic C1 and evidence-based conclusions and recommendations from Topic C2.

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 3c	**Task 3c: Justify** evidence-based recommendations [AO3.3x3]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Secure:**	**Two** recommendations are included with **limited** justification.
Mark Band 2	**2**	**Secure:**	**Some** recommendations are included with **clear** justification.
Mark Band 3	**3**	**Secure:**	**Appropriate** recommendations are included with **detailed** justification.

Assessment guidance:

- Student **could** apply evidence-based conclusions and recommendations from Topic C2.

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

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Task 3d	**Evaluate** the confidence that can be placed in your conclusions [AO3.1x6]		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Just:**	**Two** limitations **or** sources of bias are identified with **limited** evaluation of the impact on confidence in conclusions.
	2	**Secure:**	**More than two** limitations **or** sources of bias are identified with **limited** evaluation of the impact on confidence in conclusions.
Mark Band 2	**3**	**Just:**	**More than two** limitations **and** sources of bias are identified with **clear** evaluation of the impact on confidence in conclusions.
	4	**Secure:**	**Most** of the **main** limitations **and** sources of bias are identified with **clear** evaluation of the impact on confidence in conclusions.
Mark Band 3	**5**	**Just:**	**Most** of the **main** limitations **and** sources of bias are identified with **detailed** evaluation of the impact on confidence in conclusions.
	6	**Secure:**	**All relevant** limitations **and** sources of bias are identified with **detailed** evaluation of the impact on confidence in conclusions.
Assessment guidance: • For mark band 1, students **must** evaluate the required number of **either** limitations **or** sources of bias **or** the required number **across both**. For mark bands 2 and 3, students must evaluate the required number of **both** limitations **and** sources of bias • Students **could** use confidence in findings from Topic C3 and bias and limitations from Topic C4.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

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Task 4

Communicate conclusions and recommendations

Topic D is assessed in this task.

The task is:

Communicate your conclusions and recommendations.

a) Use presentation formats to communicate your conclusions and recommendations from **Task 3** to Grand Coast Attractions' senior managers. Think about how the conclusions and recommendations can be communicated to the audience for decision-making purposes. (**S**)

b) Review the communication of your analytical outputs and justify improvements to them. (**S**)

Your evidence **must** include:

- Visualisations and presentation outputs.
- Written evidence.

Total marks for Task 4: 9 marks

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Marking criteria and guidance – Task 4

Task 4a	**Use** presentation formats to communicate your conclusions and recommendations from Task 3 [AO1.3x1, AO2.3x2, AO2.5x3] (**S**)		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Just:**	**Two** presentation formats are used with **limited** consideration of communication principles.
	2	**Secure:**	**More than two** presentation formats are used with **limited** consideration of communication principles.
Mark Band 2	**3**	**Just:**	**More than two** presentation formats are used with **clear** consideration of communication principles.
	4	**Secure:**	**Most** of the **main** presentation formats are used with **clear** consideration of communication principles.
Mark Band 3	**5**	**Just:**	**Most** of the **main** presentation formats are used with **comprehensive** consideration of communication principles. (**S**)
	6	**Secure:**	**All relevant** presentation formats are used with **comprehensive** consideration of communication principles. (**S**)
Assessment guidance: • Students **must:** select presentation formats appropriate to the audience and purpose. • Students need to draw on knowledge and understanding from across the course of study in order to achieve mark band 3. (**S**) • Students **could** use presentation formats and analytical outputs from Topic D1, communication principles from Topic D2 and content from F016 Topic D.			

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

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Task 4b	**Review** the communication of your analytical outputs and justify improvements [AO3.3x3] (**S**)		
Response level	**Mark**	**Marking Criteria**	
Mark Band 1	**1**	**Secure:**	The communication of analytical outputs is reviewed with **limited** justification of improvements.
Mark Band 2	**2**	**Secure:**	The communication of analytical outputs is reviewed with **clear** justification of improvements.
Mark Band 3	**3**	**Secure:**	The communication of analytical outputs is reviewed with **detailed** justification of improvements that would improve communication. (**S**)
Assessment guidance: • Students **must** include how the clarity, accessibility and relevance could be improved. • Students need to draw on knowledge and understanding from across the course of study in order to achieve mark band 3. (**S**) • Students **could** use review and improve communication of analytical output from Topic D3 and content from F016 Topic D.			

If work does not meet the descriptor for 1 mark, students must be awarded zero marks for this part of the task.

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Command words and performance indicators

Command word	Definition
Adapt	Change to make suitable for a new use or purpose.
Analyse	Break information into parts and consider relationships, patterns or characteristics to interpret meaning or suggest impacts using a logical chain of meaning.
Assess	Consider factors that apply and which are the most important or relevant.
Calculate	Work out a numerical answer using appropriate methods.
Choose	Provide an answer from appropriate options.
Complete	Finish a task by adding to given information.
Compare	Provide details about the similarities and differences between two or more items, situations or actions.
Create	Produce an output or artefact in response to a task or problem.
Describe	Give an account that includes all the relevant characteristics, qualities or events.
Draw	Produce a diagram/sketch/graph with sufficient detail to show the answer.
Evaluate	Make a judgement about value, importance or effectiveness, using evidence to support your answer.
Examine(d)	To look at or scrutinise in detail.
Explain	Give reasons for and/or causes of something; make something clear by giving information.
Interpret	Use given information to translate meaning, patterns or relationships.
Justify	Make and support a judgement or offer an opinion using evidence and reasoning.
Measure	Establish a value using a suitable measuring instrument and/or technique.
Outline	Give a short account or summary of the main points.
Plan	Consider, set out and communicate what is to be done.
Plot	Indicate specific feature or locations on given source material.
Recommend	Put forward a supported judgment.
Research	Do a detailed study in order to discover (new) information or reach a (new) understanding.

Sample

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Command word	Definition
Set up	Prepare a system or set of equipment for operation.
Suggest	Give possible solutions or ideas for consideration.
Summarise	To sum up or give a short account in your own words.
Use	Apply the information provided or apply prior learning of knowledge, understanding and/or skills. Put acquired skills and methods into action for a given purpose.

Sample

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Performance indicator	Definition
Basic	Covers only the main elements, with little or no explanation, detail or application.
Limited	Narrow range; only the more obvious or simplistic aspects are covered.
Simple	Uses a straightforward approach involving few elements and little complexity.
Partial/partially • **appropriate** • **complete** • **accurate**	Includes some of the required elements, but has: • important gaps or unsuitable elements • important parts are missing or unfinished • errors or unclear points
(with/in) Some detail	Includes relevant supporting information beyond the basic points but lacks sustained breadth or depth.
Mostly • **appropriate** • **complete** • **accurate**	Generally relevant and suitable for the purpose, with: • Only minor unsuitable elements • Only minor omissions • Minor errors/unclear points which do not affect overall response
Clear	Easy to understand and organised in a logical order
Effective	Achieves the intended purpose through relevant selection, application or communication.
Developed	Extend and explain ideas using relevant support or examples.
Reasoned	Support conclusions or decisions with logical explanation and relevant evidence or principles
Justified / Considered	Takes account of relevant factors, evidence or viewpoints before reaching a judgement, response or opinion.
Detailed	Substantial, specific and relevant information that explores points beyond a general outline.
Comprehensive	Broad and deep coverage of all, or nearly all, relevant aspects.
Thorough	Covers the relevant material carefully and systematically, with key points explored fully.
Appropriate	Suitable for the purpose, context or task throughout
Complete	Includes all required elements, with no important omissions.
Accurate	Correct and precise throughout, no errors or misleading information

Sample

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