# ICT394 Business Intelligence Application Development

## Tutorial 02: BI Lifecycle

Background

In the previous tutorial, **we discussed what a definition of BI might be** and looked at how Tesco had made use of a loyalty card program over several years. One of the interesting things raised in that case, was the opinion of one of the competitors that the Clubcard would be an expensive failure that would not have a positive outcome for Tesco. This is an important thing for us to understand; BI is expensive and often, the outcomes are not immediately apparent.

**The aim of this tutorial is to answer the following question**:

* + **Explain, using appropriate examples, how a BI implementation could be justified**

At the completion of this tutorial, you will be able to:

* Provide and discuss the Justification and Planning stages of BI application development.

#### Step 1

If you haven’t already, view the University of Konstanz BI case video: [**https://www.youtube.com/watch?v=zp0BbAO-GHU**](https://www.youtube.com/watch?v=zp0BbAO-GHU)

As you are watching the video, note down answers to the following questions:

* **Question 01** What were the main challenges the university faced in terms of data management??
* **Question 02:** How did the University of Constance use Yellowfin software to analyze data? What were the different dimensions according to which they analyzed data, and how could the data be aggregated according to different levels?
* **Question 03:** How did the University of Constance evaluate different software products before choosing Yellowfin software? What were the two important aspects that led to the university's decision to choose Yellowfin?

#### Step 2

In your groups and using the **University of Konstanz case** as an example, answer the following questions:

1. Why is it important for there to be a business case for a BI project?
2. What do you think the most important aspects of the business case for a BI project would be?
3. In what ways do you think a BI project is different from a normal systems development project? Give examples.