

Q1BCG Matrix

- The Boston Consulting Group's product Portfolio matrix (BCG matrix) is designed to help with long-term strategic planning, to help a business consider growth opportunities by reviewing its portfolio and products to decide where to invest, to discontinue or develop products. It's also known as the Growth/Share matrix.
- The matrix is divided into 4 quadrants based on an analysis of market growth and relative market share, as shown in diagram below.

The Growth Share Matrix

Relative Market Share

Cash Generation

		Relative Market Share	
		High	Low
Market Growth Rate	High	Stars	Question Mark
	Low	Cash Cows	Dogs

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① Dogs: These are product with low growth or market share.

② Question mark: Products in high growth markets with low market share.

③ Stars: Products in high growth market with high market share.

④ Cash cows: Products in low growth market with high market share.



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### Data Analytics

- As the process of analyzing raw data to find trends and answer questions, the definition of data analytics captures its broad scope of the field. However, it includes many techniques with many different goals.
- The data analytics process has some components that can help a variety of initiatives. By combining these components, a successful data analytics initiative will provide a clear picture of where you are, where you have been and where you should go.
- Data analytics is a broad field. There are four primary types of data analytics
  - ① Descriptive
  - ② Diagnostic
  - ③ Predictive
  - ④ Prescriptive
- Each type has a different goal and a different place in the data analysis process.
- There are also the primary data analytics applications in business.

Q3.

### Data Warehouse

- A Data Warehouse is an information system that contains historical and communicative data from single or multiple source. Data Warehouse concept simplify the reporting and analysis process of organization.
- Data Warehousing is defined as a technique for collecting and managing data from various sources to provide meaningful business insights. It stores data that have been extracted from the various operational, external and other databases of an organization.

### Data Mart

- It is a subset of the data warehouse designed specifically to cater to a particular line of business such as sales, finance, operations. Here data are directly collected from the sources. It focuses on the specific aspects of a business by offering specific information.
- It is often controlled by a single department in an organization.



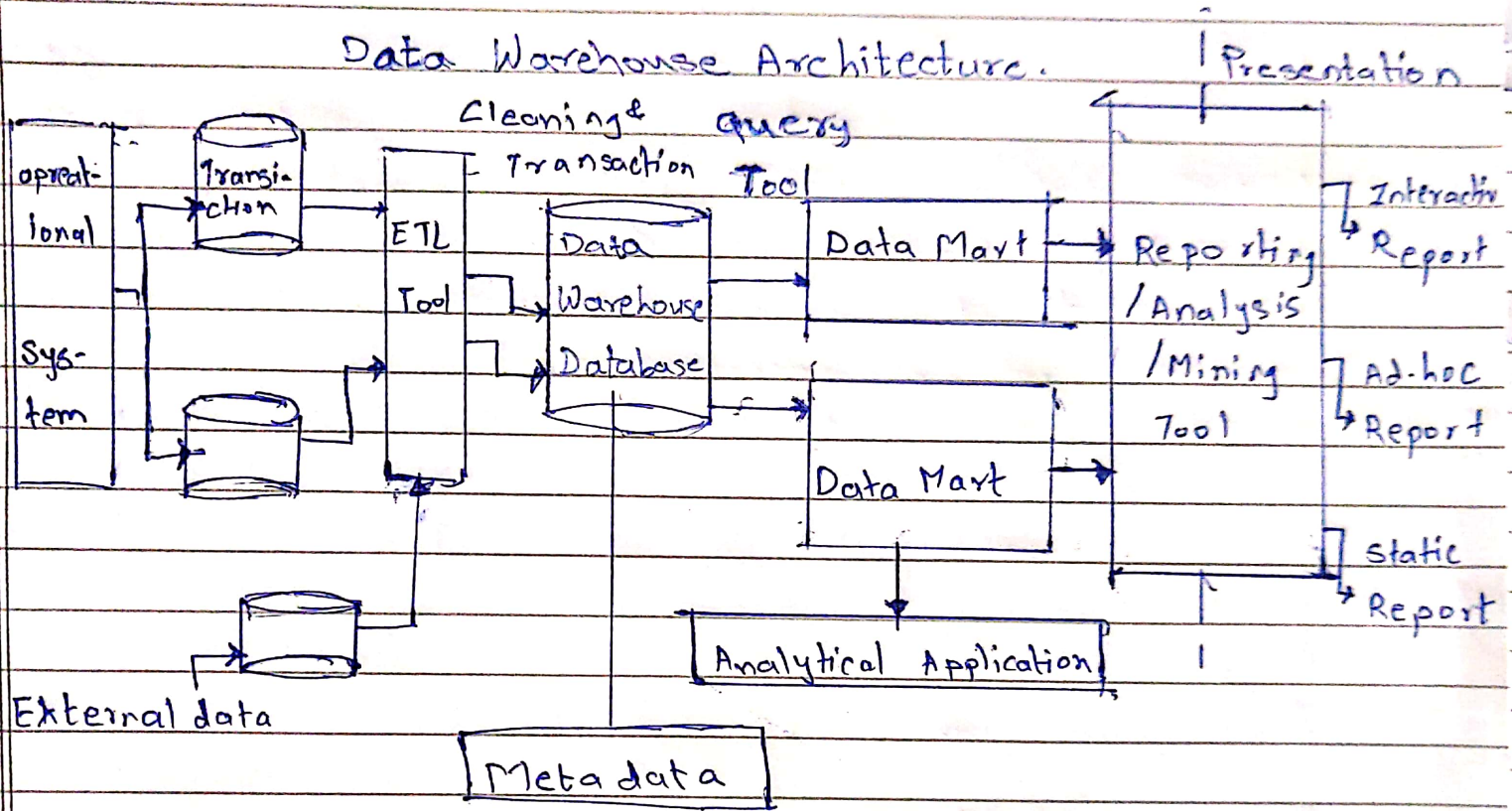
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## Data Warehouse Architecture.



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