**BUSINESS INTELLIGANCE 3**                                    **GROUP ASSIGNMENT**

**DUE DATE: 02nd Dec 2020**

**INSTRUCTIONS:**

This is a group assignment (**7 or 8 members per group**) that requires you to apply the knowledge and skills acquired through your studies especially those skills acquired in Research Skills and in Business Intelligence 3. This assignment guideline document outlines the requirements for the Business Intelligence group assignment only. You are required to study and understand chapter 11 (which will be a self-study) of the textbook, *Business Intelligence and Analytics - Systems for Decision Support by R Sharda, D Delen, and E Turban* (Recommended reference textbook), before you could answer the assignment.

**Technical instructions:** The document (Word document) must be written using Times New Roman font style, font size 12, and 1.5 line spacing. Your cover page must include all the group member details (student Numbers, initials, and surnames) Use Harvard or DUT Harvard referencing style with in text references. Also, other technicalities will be considered. You are required to write the question first then followed by the answer(s) to that question.

**NB: late submission means you will get zero (0).**

**Questions**                                    **TOTAL [30 MARKS]**

The following two questions are based on the opening vignette of chapter 11.

1. Describe the challenges faced by IHG during development of their retail price optimization system. **[4 Marks]**

2. Besides the hotel business in the hospitality industry, explain at least three other areas where an optimization model could be used. [3 Marks]

The following two questions are based on the application case 11.3: Expect system.

3. What characteristics of CBR Advisor make it an expert system? **[4 Marks]**

4. What could be other situations where such expert systems can be employed? **[3 Marks]**

The following two questions are based on the application case 11.4

5. Do expert systems like SIPMES eliminate the need for human decision making? **[4 Marks]**

6. How often do you think that the existing expert systems, once built, should be changed? Explain. **[4 Marks]**

The following question is based on the application case 11.5

7. Why is it important to evaluate the expert systems before they are put into use? **[2 Marks]**

8. What kind of mistakes might ES make and why? Why is it easier to correct mistakes in ES than in conventional computer programs? **[6 Marks]**

**NB:** There technicalities of the document will contribute 5 marks towards the total marks of the assignment.

**TOTAL [35 MARKS]**