DAMILARE ALESHINLOYE

3099949

ASSIGNMENT 2

PROF K. AUGUSTINE

INTRODUCTION TO INFO SYSTEMS

1)

According to the class discussion Big data is described as extremely large and complex data collections acquired from either sensors or social media, also seen as massive volume of both structured and unstructured data that is so large it is difficult to process using traditional database and software techniques in most enterprises. It is characterised by volume velocity and variety.

Big data comes from many places in large amounts and it doesn’t come it just one form but different forms. One these main sources being from everyday social media being used e.g. Twitter, Facebook, LinkedIn etc. Many people interact differently on these social media sites so as big companies get back information on how users interact with their platforms on these social media sites then they can determine their next business moves. Just like social media data is drawn from public data such as government websites where most citizens go to express their views and where they stand on topics. Big companies pay close attention to these things so that they can spear head their operations in that direction.

Big data being the massive pool of data that it is has lots of uses and is highly relevant. For big companies and corporations, it assists them to improve operations and assist in decision making. The data is collected from multiple locations including emails, mobile devices, applications, databases etc. When this data is acquired and has gone through all forms of processing helps companies gain insight to increase revenue and improve business approaches. For example: when a product is put out, the large data gotten back is used to analyze its public reception and with that the company will make changes and adjust in accordance. In hospitals medical data and patient records are analyzed using large amounts of information both structured and unstructured, with this health care providers can provide lifesaving diagnosis or treatment options almost immediately.

Big data although its usefulness also has a lot of challenges, one being its **Size**. Simply storing and analyzing big data is difficult because of its size, especially when trying to use traditional processes which would either take time a company does not have or is completely impossible rather. In order to deal with this size organizations have turned to different number of technologies, such technologies include Hadoop, spark and big data analytics software which helps in combing through their big data and finds the insights their companies need. Secondly, it is not just about storing the data but also **Processing** it in a timely manner. This data is large in size so naturally processing it will take lots of time and to achieve faster rates of processing organizations have started making use of a new generation of ETL (Extract, Transform and Load) and analytics tools that reduce the time it takes to generate reports. They are investing in software with real-time analytics capabilities that allows them to respond to developments in the marketplace immediately. In order to develop, manage and run said applications, **highly skilled data professionals** need to be hired to perform these actions. These professionals naturally would have to be paid in large salaries, which would coat companies lots of money. The work as it is requiring high level of skill, skill which the average worker didn’t need before the time of big data. The methods used for dealing with this issue are training already hired staff to carry out these operations and the acquiring of analytics solutions with self service which can be used by properly trained personnel. **Security** is a huge concern for organizations, because of the data’s large amount in which the data comes in. It is prone to being hacked because of its value, however various security measures and software re being applied to tackle this problem. Like integration is the idea of **Validation**. When all that data is gotten from multiple locations and the case most of the time is that they do not agree with one another. For example, the ecommerce system may show daily sales at a certain level while the enterprise resource planning (ERP) system has a slightly different number. Or a hospital's electronic health record (EHR) system may have one address for a patient, while a partner pharmacy has a different address on record. Solving this problem is rather complex and requires a combination of different technologies to tackle

2a)

The first step in the stages of the sales cycle is the **Prospecting** stage, essentially this stage would contain drawing up a plan of potential prospects that the business would have for example nearby hardware stores and retail stores. The next step would be **researching** who needs what and in what amount, essentially keeping track of which kitchen supply is in high demand at the time to know how much materials would be used. This would also avoid waste of materials. Thirdly, would be **connecting.** This involves getting in contact with potential prospects letting them know what kind of services are being offered and what can be done in order to start a business connection between both parties. Now comes presenting the **presenting**, this comes immediately after the connecting stage. Here samples of the kitchen supplies are displayed and presented for the prospects to view and determine whether it lives up to their standards. Whatever the case is the main objective here to convince said prospect. Now we move on to **Addressing objections**. It is without a doubt that not every detail about a product would be agreed upon between supplier and retailer so things like durability of products, quality of products, price of products and so on. These objections although not 100% accurate have some truth to them and can be used to adjust certain characteristics with products. The final stages in this cycle consist of **closing the sale** and **asking for referrals.** This is the point where all agreements have been made and feedback prior to sale and leads the way for the sale to be made followed up by requesting referrals if the products are up to par.

b) A Tps would help keep track of orders by holding information like what items were contained in the order, what the estimated delivery time is, also information on customer. It would also do so by arranging the orders according to a date system so if any records need to be referred to, they can be easily tracked and accessed. After keeping track of all that information on the orders, once an order is done it will update the inventory in terms of how many items remain and how many are expected to be sold over a given period and so on. For example, several pots and pans were purchased, where they are going and who they are going to is processed and after that is done how many pots and pans are left. The tps will keep track of all that. The advantage in automating this process is that an employee doesn’t have to input the data to be handled and the system will handle majority of the process

c) When speaking of the strategic level, **a mobile application** should be developed for the company. This app will contain all information about products which customers can view and have an idea of what they want to purchase. This decision will help ease access to all needed information as opposed to customers calling and making inquiries. The second decision will be to **have warehouses set up in areas of high concentration for kitchen supplies**. Research will be conducted, and the results will contain information on which stores sell the most kitchen supplies and those who are looking for the most. This will greatly improve relationship between the company and familiar stores and have supplies delivered at faster rates.

For the managerial level the first decision will have that leftover materials from productions be kept and made use of. This will avoid waste of materials and utilize said materials to their full capabilities. For example, leftover materials from making pots since smaller in size can be used to make cutlery (forks and knives). The second decision at this level entails that after every 6 months from an employee being hired, said employee should be evaluated. Employees at every point in time should be improving in their skills and understanding of their jobs, so quality of products will remain high. There is a lot of competition in the business and once customers see qualify dropping, they won’t hesitate to acquire supplies from somewhere else

d)

A report showing how many orders have been made within different time periods e.g. within last 6 months or between the months of March and October. This report will help to keep track of all the orders within different periods of time. It helps as a reference in case any records need to be found they can be easily located

-A report showing updated info on how much of each item is left in the inventory. When a transaction is finished a very important part of the end process is keeping track of what is left in stock because if not kept track of the product will eventually go out of stock and no one would notice

**strategic**

A report containing which profit made in each year for the last 5 - 10 years. This report will give those at that level the adequate information for them to determine whether the organization is moving in the right direction and if not will help them in deciding what direction would further benefit the business