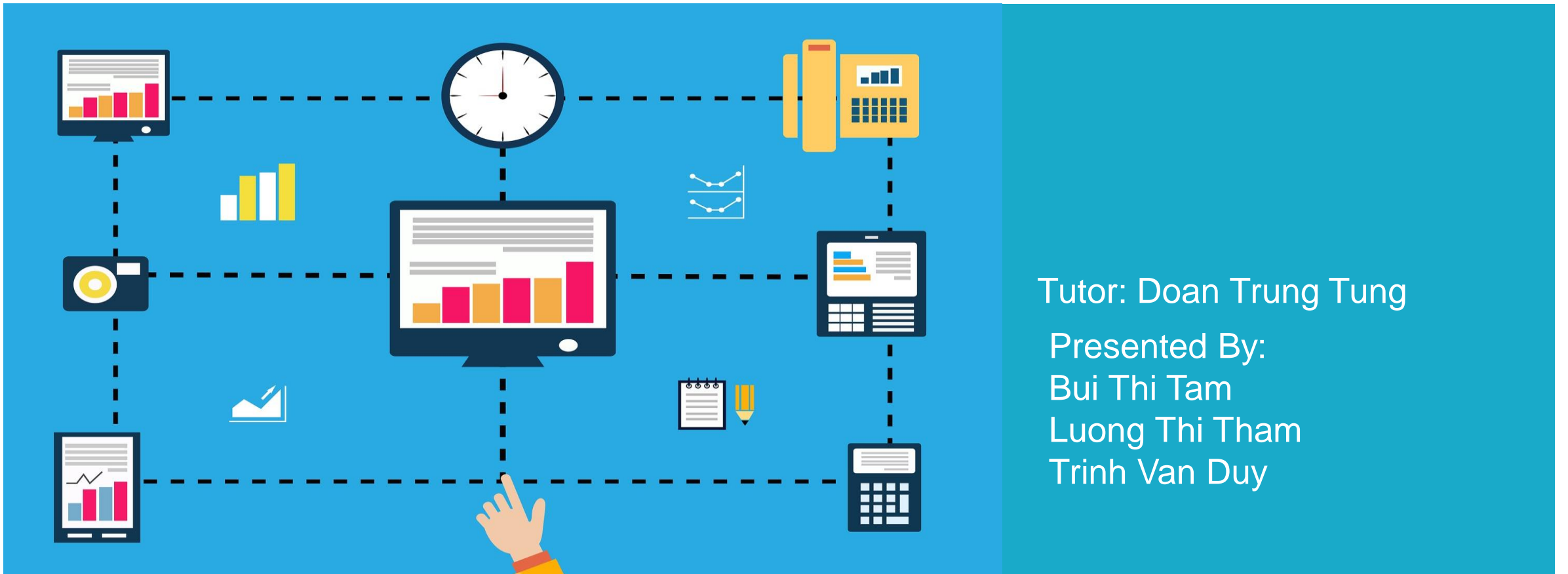


BUSINESS INTELLIGENCE



CONTENT

I. THE DATASETS

II. ACTIVITY DIAGRAMS

III. TYPES OF DECISION MAKING LEVELS

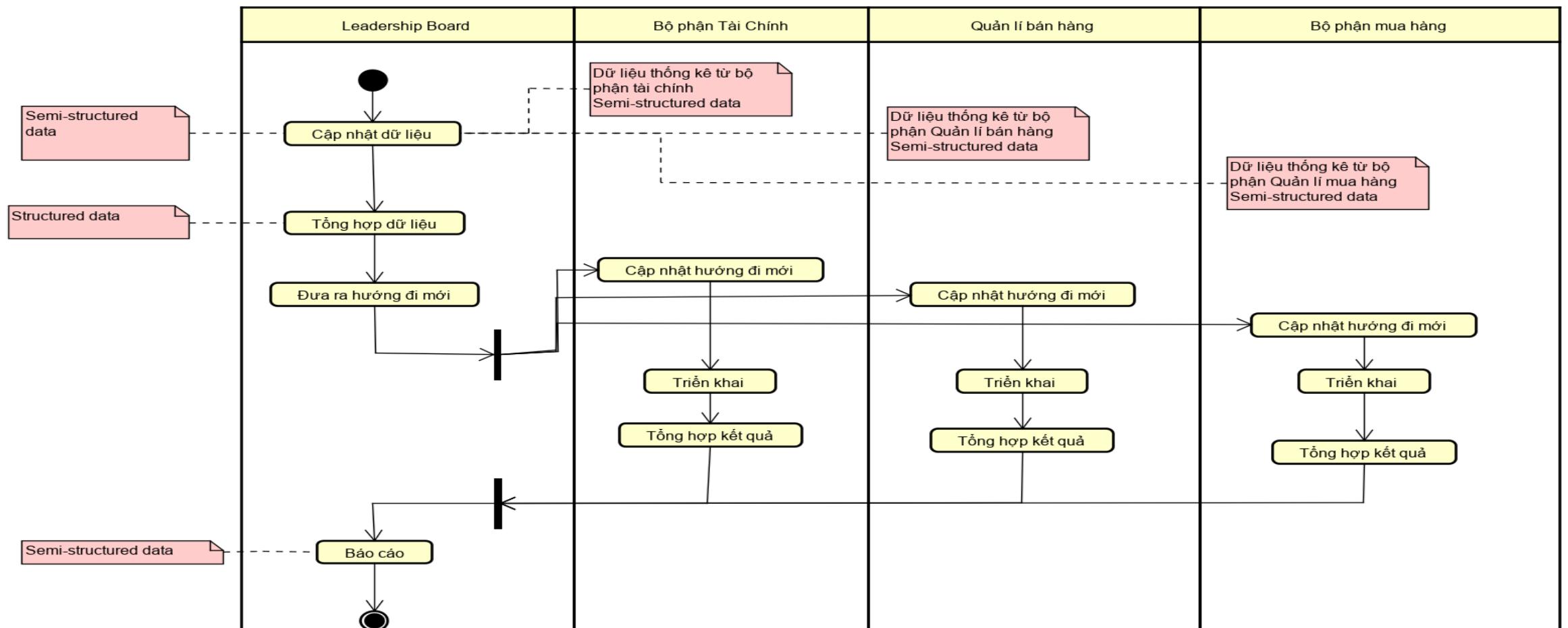
INTRODUCTION

Retailing in supermarkets is highly competitive and dynamic and is becoming more so because of the heightened interest of the business managers' quest to understand the customers' shopping behavior for decision making to gain competitive advantage in their industry.

Not long ago before the immergence of new generation technologies, the process of collecting, organizing, codifying, monitoring, and analyzing data was a rather strenuous manual tasks that needed to be performed by a human, therefore it was hard to reach the goal because of the large amounts of data. Nowadays, BI system has been termed as a philosophy because as much as it is used to help managers in decision making they require certain skills to generate information that could be useful to their decision making although not all data generated from a computer system is useful to management.

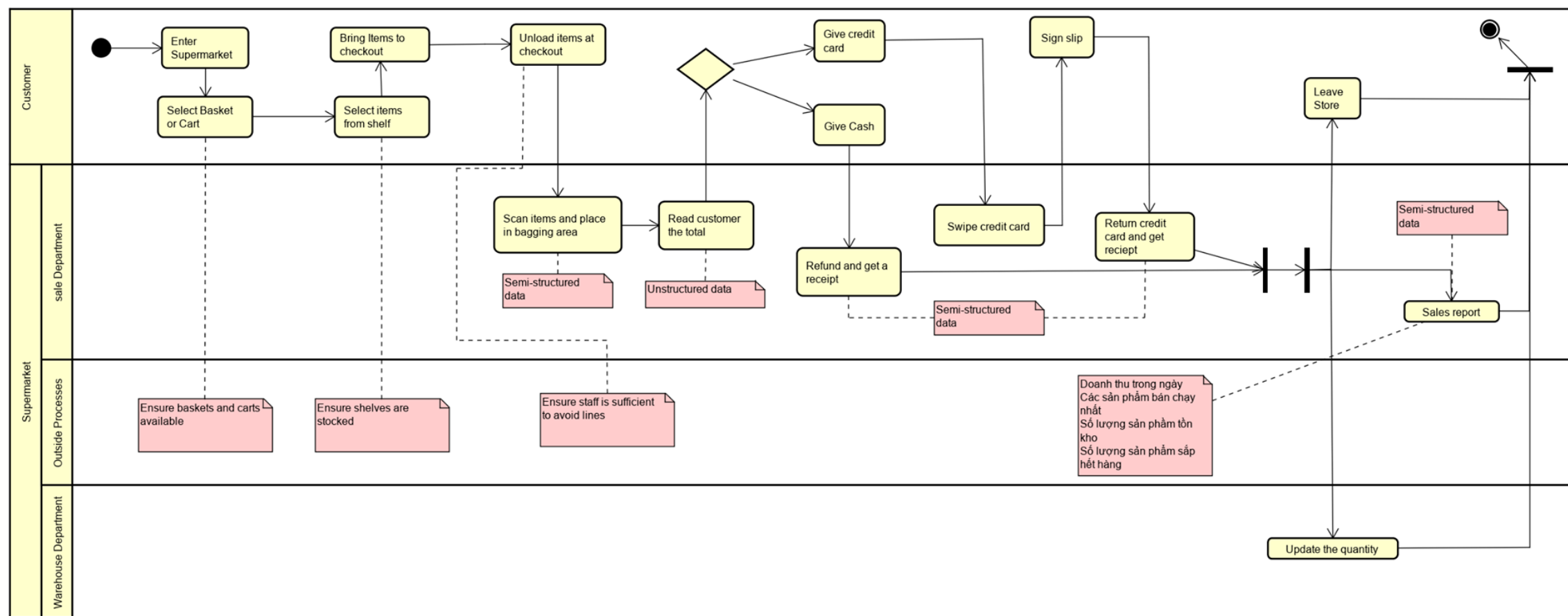
LEADERSHIP BOARD

actLeadership Board



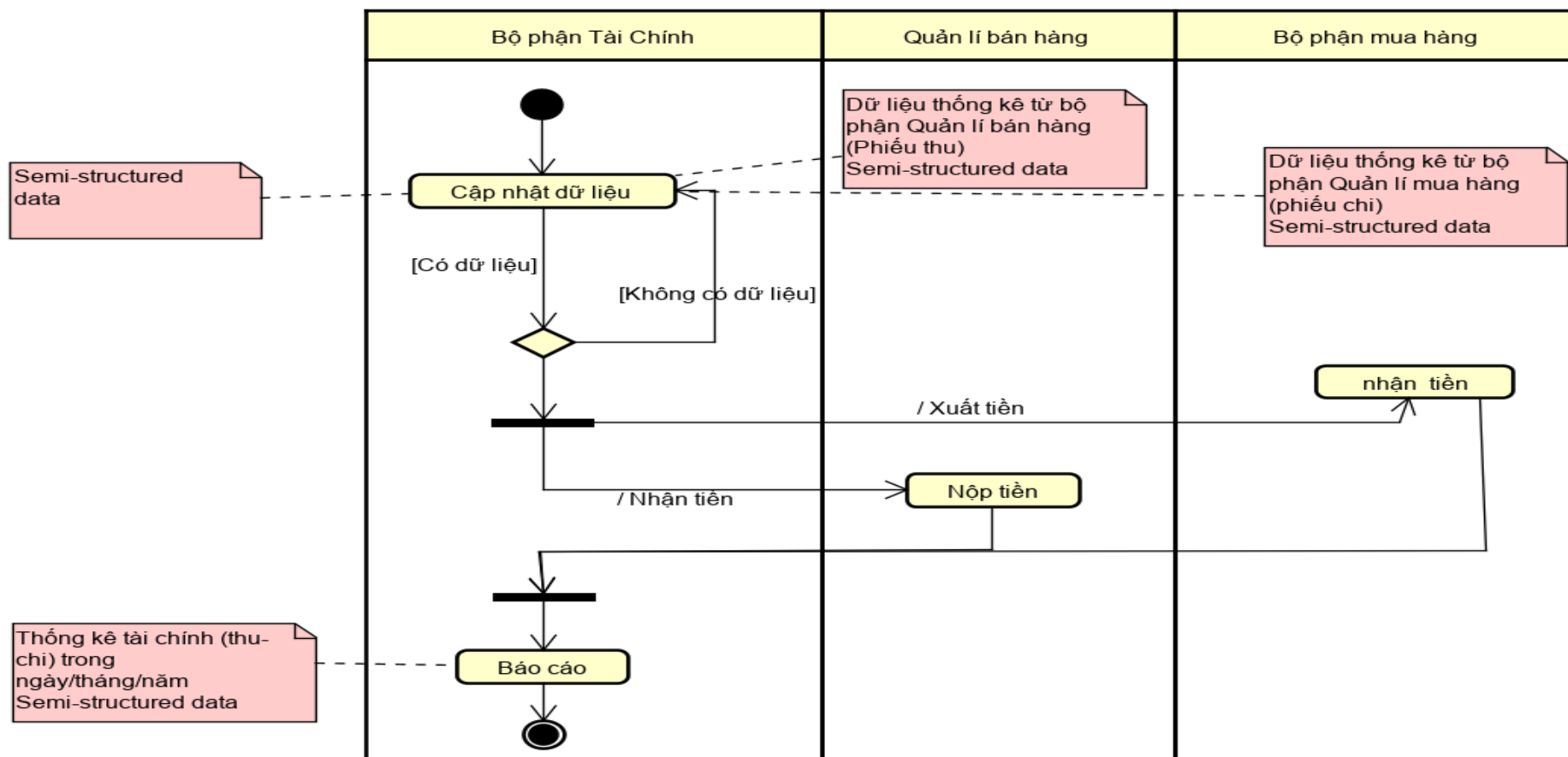
QUẢN LÝ BÁN HÀNG

act Quản Lý Bán Hàng



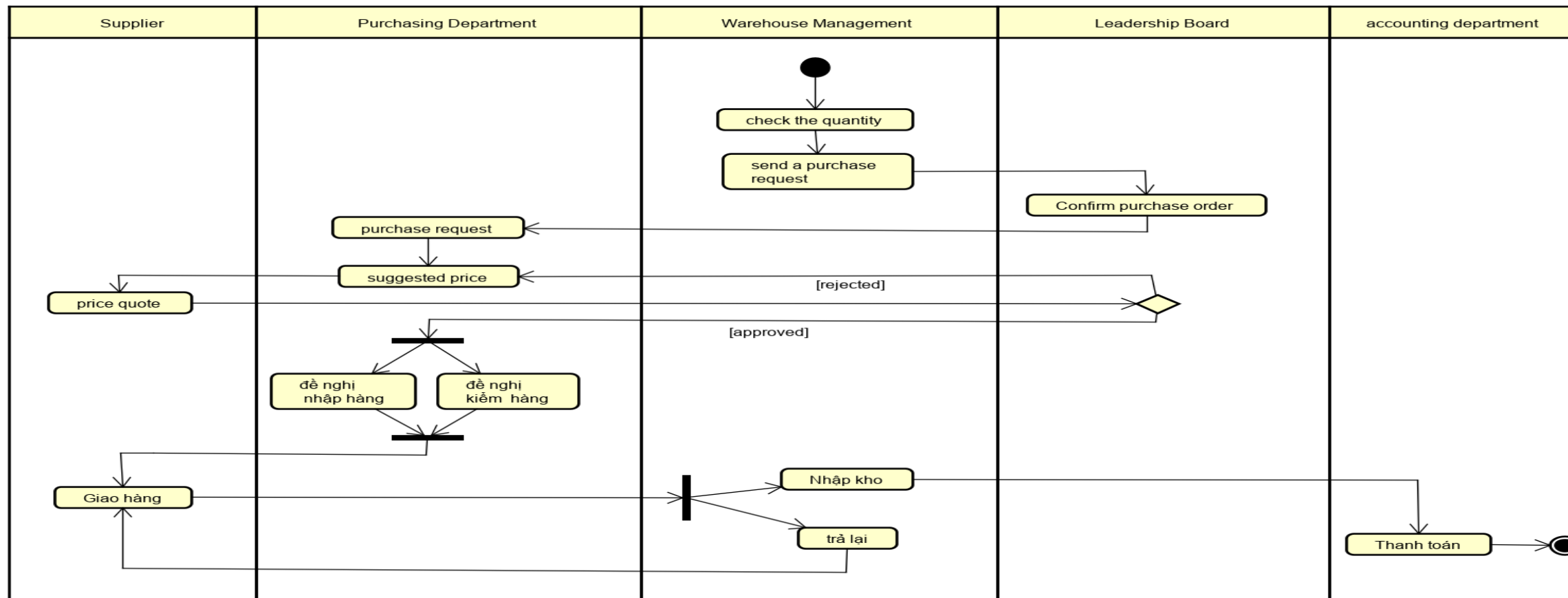
QUẢN LÝ TÀI CHÍNH

act Quản Lý Tài Chính



QUẢN LÝ NHẬP KHO

act Quản lý Nhập kho



OPERATIONAL

Operational management is management (including mid-level, supervisory and lower-level management) or other employees make operational decisions for the company. It is daily decisions that have only a short term impact on a company.

Example:

- Scheduling employees
- Training on specific tasks in a company (e.g., sales techniques, computer training, etc.)
- Purchasing office supplies
- Assigning work to specific employees

In case my company Operational management includes some of the tasks such as:

- Ensure products in supermarket shelves are not out of stock
- Assign work and supervise employees.
- Manage the amount of inventory.
- Product quality inspection.
- Collect data from accountants and other Operational managers to aggregate and report for higher management.

TACTICAL

- Tactical : Officers and executives (including a company's CEO, COO, CFO and other top level leadership) create tactical choices for a company. It concerns the more comprehensive detailed of the directors' general strategy, usually with a medium-term impact on a company.
- The marketers and CEOs who are responsible for analyzing the market, the number of products sold by week, month and even season. Also explain the sudden change in sales to offering short-term tactic for companies.

STRATEGIC

- Strategic: A board of directors, whose members are elected by shareholders of business makes strategic choices of a business. Strategic decisions are a long-term or substantial impact on a company.
- In our supermarket who made that strategy is the director. The person responsible for measuring supermarket performance and profitability is based on analysis of reports. Then give the vision, development plan, goals and allocate resources towards these tasks.

FEATURE OF BI APPLY IN MY COMPANY:

- **Ranking Reports:** Ranking reports let you easily view the best- and worst-performing facets of your business, from products to marketing campaigns to salespeople. You can view rankings across multiple dimensions and specify various criteria to focus your results.
- **Operational Reports:** At the end of each day, business intelligence features like these can provide your organization's executives with a detailed summary of the daily events, giving them the information they need to make critical decisions.
- **Executive Dashboards** Executive dashboards give your organization's leaders a real-time overview of your business in the form of graphs, charts, summaries and other information reports. They allow your company's executives to make smarter, faster and better decisions.



THANK YOU FOR WATCHING