**Personal Assignment**

**Tinjau Pertanyaan**

1. Apa yang dimaksud dengan informasi strategis? Untuk bank komersial, sebutkan lima jenis tujuan strategis.

**Answer:**

**Strategic information is a broad-based information required to make decisions for the formation and execution of business strategies** and their target and **it is not used for the functioning of the daily operations of the business** **but used for analysis, discerning trends, and monitoring performance of the business**.

**Five types of strategic objectives for a commercial bank are:**

1. Retain customers by making quick decisions.
2. Introduce two new credit card schemes for students to market in 2 years.
3. Offer product bundling such as offering a free checking account for those who open a savings account.
4. Ease of access to bank account from mobile devices to increase online bank users.
5. Look for opportunities to cross-sell bank products and refer customers to the right person.

**REFERENCES :**

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.

1. Apakah Anda setuju bahwa sebuah toko ritel khas mengumpulkan volume data yang sangat besar melalui sistem operasional? Sebutkan tiga jenis data transaksi mungkin dikumpulkan oleh sebuah toko ritel dalam volume besar selama operasi sehari-hari.

**Answer:**

**Yes, I agree that a typical retail store collects huge volumes of data through its operational systems** **using the Online Transaction Processing (OLTP) systems to input the date into the various databases**.

**Three types of transaction data likely to be collected by a retail store in large volumes during its daily operation are:**

1. Credit card approval and cad card submission for the payment.
2. Sale and delivery of gift cards.
3. Customer information initiation and update for loyal customers.

**REFERENCES :**

Kimball, R (2008). The data warehouse lifecycle toolkit. : John Wiley & Sons.

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.

1. Periksa peluang yang dapat disediakan oleh informasi strategis untuk pusat medis. Dapatkah anda menyebutkan daftar lima peluang tersebut?

**Answer:**

**Strategic information for a medical center are:**

1. Increase the scope, quality, and impact of innovative research for finding the root cause and eradicating cancer.
2. Attract, retain, and mentor excellent and well qualified doctors, nurses, and trainees.
3. Use of advance equipment’s and instruments for medical research and treatment.
4. Improved vaccination rates and combined offers with vaccinations.
5. Promote a culture that embraces, expects, and rewards the delivery of patient- and family-centered care.

**REFERENCES :**

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.

1. Mengapa semua upaya terakhir oleh IT untuk menyediakan informasi strategis menemui kegagalan? Sebutkan tiga alasan konkret dan jelaskan.

**Answer:**

**The past attempts by IT to provide strategic information failed because** **IT provided strategic information from the operational systems such as order processing, inventory control, claims processing, billing were not dealing with providing strategic information**, **but were used to run the daily core business of the company**.

**Three concrete reasons are:**

1. The large number of request also keep changing over time. Hence the users need additional reports to understand the previous reports.
2. IT were unable to provide flexible and useful information environment for strategic decision making for the analysis.
3. Many ad hoc requests are received by the IT which leads to a large overhead and congestion. Due to the finite resources the company owns, IT is incapable to answer all the request in a uniform timely manner which delays processes.

**REFERENCES :**

Kimball, R (2008). The data warehouse lifecycle toolkit. : John Wiley & Sons.

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.

1. Jelaskan lima perbedaan antara sistem operasional dan sistem informasi.

**Answer:**

**Five differences between operational systems and informational systems:**

1. In Operational Systems , the access types used for the data values are read, update and delete whereas in Informational System, the access types used for the data values is only read.
2. The data structure are optimized for transactions in Operational systems whereas the data structure are optimized for complex queries in Informational systems.
3. In Operational Systems, the frequency of accessing data is high whereas in Informational System, the frequency of accessing data is medium or low sometimes.
4. Operational systems deals with current data values whereas Information systems deals with archived, derived, and summarized data values.
5. The number of people associated or dealing with Operational systems are large where as the number of people associated with Informational systems are relatively small number.

**REFERENCES :**

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.

1. Mengapa sistem operasional tidak cocok untuk menyediakan informasi strategis? Sebutkan dan jelaskan tiga alasan yang spesifik

**Answer:**

**Operational systems are used to run the daily business of the company**, **they are the bread and butter of the company**. **These systems are responsible to put the data in the database and collect various types of data** **such as customer name, sales amount, date, product number, etc., to capture business transactions**.

**Three Specific Reason:**

1. Strategic Information must produce reports in a Fast Time. If Operational System is used in such a large data, can affect the decision making of the executives.
2. Strategic Information produce reports that is meaningful and understandable to the executives of the company. If Operational System is used in such a various of column name in a single table, can affect the Problem Analysis for the company.
3. Strategic Information must also have dashboard that can monitoring the performance of the company in a fast way and also understandable. If Operational System is used, can be ambiguous to the decision making for the company.

**REFERENCES :**

Kimball, R (2008). The data warehouse lifecycle toolkit. : John Wiley & Sons.

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.

1. Sebutkan enam karakteristik lingkungan komputasi yang dibutuhkan untuk menyediakan informasi strategis.

**Answer:**

**Six characteristics of the computing environment needed to provide strategic information:**

1. Integrated in one portal of different modules or interfaces.
2. Integrity of Data such as Real Time representation.
3. Accessible All time for prediction reports.
4. Provide Credible Authenticity.
5. Time Stamping of All variables.
6. Predictive Analysis.

**REFERENCES :**

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.

1. Apa jenis pengolahan yang dilakukan di data warehouse? Jelaskan.

**Answer:**

There are four stages exist of analysis processing requirement. First, It executes simple queries and generates reports on current or past data. Second, It provides ability to perform “what if” analysis in different ways and Third is analyze, query, step back and then resume the process to any defined length. Fourth, It identifies past trends and uses them for future results.

**REFERENCES :**

Kimball, R (2008). The data warehouse lifecycle toolkit. : John Wiley & Sons.

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.

1. Data warehouse adalah lingkungan, bukan produk. Diskusikan.

**Answer:**

A data warehouse is not a particular computer element such as software or hardware ,it is a computing user-centric environment where the user obtains the strategic information and directly linked with the data they require for better decision making, data analysis and monitoring performance.

**REFERENCES :**

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.

1. Data warehousing adalah satu-satunya sarana yang layak untuk menyelesaikan krisis informasi dan untuk menyediakan informasi strategis. Uraikan empat alasan untuk mendukung pernyataan ini.

**Answer:**

**Four Reason Data Warehousing is one and only deserved architecture to solve Information crisis problem because:**

1. Numerous data was bottlenecked by various enterprises for past few years.
2. Required information was not accessible for delivering strategic information.
3. Didn't directly link users with data required for better decision making.
4. Didn't provide strategic information.

**REFERENCES :**

Kimball, R (2008). The data warehouse lifecycle toolkit. : John Wiley & Sons.

Vaisman, A., & Zimányi, E. (2014). Data Warehouse Systems: Design and Implementation. : Springer.