

208W1A1206

### CASE STUDY: Cementos Argos: BI Improves Financial Efficiency

**Challenge:** The company looked for an overall competitive advantage and a way to support better decision-making.

#### ChatGPT :-

 : Cementos Argos looked for an overall competitive advantage and a way to support better decision-making 

 Cementos Argos, a Colombian cement company, sought to gain an overall competitive advantage and support better decision-making through the use of business intelligence (BI).    
Here are some examples of how they achieved this:

1. Improved Data Management: Cementos Argos implemented a BI solution that allowed them to integrate data from various sources, including their production facilities, supply chain, and financial systems. This integration of data enabled them to get a comprehensive view of their operations and identify areas for improvement.
2. Real-time Monitoring: The BI solution implemented by Cementos Argos allowed them to monitor their operations in real-time. This provided them with instant access to important data and enabled them to quickly identify and respond to any issues that arose.
3. Predictive Analytics: Cementos Argos used BI tools to perform predictive analytics on their data, which helped them to identify trends and patterns in their operations. This enabled them to make more informed decisions and optimize their processes for better performance.
4. Enhanced Reporting: The BI solution implemented by Cementos Argos provided them with improved reporting capabilities, allowing them to generate detailed reports on various aspects of their operations. These reports were used to inform decision-making and drive continuous improvement.

 Regenerate response

#### Google

208W1A1207

## Case Study: Sabre Airline Solutions: BI Accelerates Business Insights

### GOOGLE:

Sabre Airline Solutions provides booking tools, revenue management, web and mobile itinerary tools, as well as other technology, for airlines, hotels and other companies in the travel industry.

- **Challenge:** The travel industry is remarkably fast paced. And Sabre's clients needed advanced tools that could provide real-time data on customer behavior and actions.
- **Solution:** Sabre developed an enterprise travel data warehouse (ETDW) to hold its enormous amounts of data. Sabre executive dashboards provide near real-time insights in user-friendly environments with a 360-degree overview of business health, reservations, operational performance and ticketing.
- **Results:** The scalable infrastructure, graphic user interface, data aggregation and ability to work collaboratively have led to more revenue and increased client satisfaction.

### ChatGPT:

Sure, here's a point-wise report of the Sabre Airline Solutions case study on how BI accelerated business insights:

1. Sabre Airline Solutions is a software provider for the airline industry, offering a range of solutions to help airlines optimize their operations, improve customer experience, and increase revenue.
2. Sabre Airline Solutions recognized the need to improve its business intelligence capabilities to better serve its customers and stay ahead of the competition.
3. The company implemented a new BI solution that allowed it to analyze data in real-time, generate reports and visualizations, and identify trends and patterns that could be used to drive business insights.
4. The new BI solution enabled Sabre Airline Solutions to improve its customer service, by providing real-time insights into customer behavior, preferences, and needs.
5. The solution also helped the company to optimize its operations, by providing insights into operational performance, identifying bottlenecks, and recommending process improvements.
6. The BI solution also enabled Sabre Airline Solutions to improve its revenue generation, by identifying new revenue streams and opportunities for cross-selling and upselling.
7. Overall, the BI solution helped Sabre Airline Solutions to accelerate business insights, by providing real-time access to data, and enabling the company to make faster and more informed decisions.
8. The BI solution also reduced the company's reliance on IT, by empowering business users to access and analyze data independently, without the need for technical expertise.
9. As a result of the BI solution, Sabre Airline Solutions was able to improve its customer satisfaction, increase revenue, and reduce costs, while also improving its operational efficiency and staying ahead of the competition.
10. This case study highlights the power of BI in driving business insights and improving business operations, enabling companies to stay competitive in a rapidly changing marketplace.

## Observations:

- The matter generated by Google was a point-wise report of the Sabre Airline Solutions case study on how BI accelerated business insights, while the new matter is a brief overview of Sabre's challenge, solution, and results related to developing an enterprise travel data warehouse (ETDW) and executive dashboards.
- The matter generated by ChatGPT, on the other hand, briefly summarizes Sabre's challenge in providing advanced tools that could provide real-time data on customer behavior and actions in the fast-paced travel industry.
- Overall, both matters highlight the benefits of implementing BI solutions and data warehousing to gain real-time insights and drive business growth in the travel industry, albeit from different perspectives.

208W1A1208:

## Case study: Amazon

### Google search Result:

#### About Amazon.com

Amazon.com operates as a global online retailer through web sites such as amazon.com and amazon.ca. The company serves consumers through its retail Web sites and focuses on selection, price, and convenience.

#### Customer Need

Amazon is a global company and is the largest online retailer on the internet. Because of their footprint, Amazon has business units across the globe.

The business challenge was to consolidate the hundreds of different financial reports being generated everyday across global business units from different transactional systems and data marts to streamline consolidation efforts, produce accurate reporting of financial numbers, and reduce delays for immediate reporting requirements.

In addition to the business drivers mentioned, the IT division at Amazon had their own challenges to resolve:

- Maintenance of multiple legacy data marts and reporting systems on different technologies with different teams being responsible for each technology.

- Long turnaround times to fix issues. The IT team had to go through multiple layers of technologies to identify the root cause.
- Maintenance of security and data visibility rules across various reporting tools.
- Generating reports from transactional systems storing millions of records was time consuming and a bottleneck from a performance perspective.

#### Solution Overview

The objective of the project was to enable reporting for General Ledger, Payables and Receivables modules within the Financial Analytics module of the Oracle BI Applications. The functionality of the application was focused on providing quick and centralized access across globally distributed organizations and ledgers for insight into invoice balance aging, collector performance for receivables, managing balance sheets, trial balance reporting, and P&L statements during monthly, quarterly, and annual close processes.

Over 1000 users exist within a global user group who access over 7 terabytes of data within an Oracle Exadata data warehouse. With the new application, Amazon has experienced a 40% reduction in time to complete the financial close process.

## Chatgpt search result:

SA

amazon case study for business intelligence



Amazon is a global e-commerce giant that has leveraged business intelligence to gain a competitive advantage in the industry. Here is a case study highlighting how Amazon uses business intelligence to enhance its operations:



Amazon has a vast amount of data on its customers' purchasing patterns, search queries, and website interactions. To make sense of this data, Amazon uses business intelligence tools to gain insights into customer behavior and make data-driven decisions.

One example of how Amazon uses business intelligence is its recommendation engine. The engine uses machine learning algorithms to analyze customer behavior and recommend products that customers are likely to purchase. The engine has been incredibly successful, with over 35% of Amazon's sales coming from recommendations.

Amazon also uses business intelligence to optimize its supply chain and logistics operations. By analyzing data on inventory levels, shipping times, and customer demand, Amazon can make real-time decisions on how to allocate resources and manage inventory. This has helped Amazon to reduce costs, improve delivery times, and provide a better customer experience.

In addition, Amazon uses business intelligence to improve its advertising operations. By analyzing data on customer behavior and ad performance, Amazon can optimize its ad targeting and placement to maximize return on investment. This has helped Amazon to become one of the world's largest digital advertising companies.

Overall, Amazon's use of business intelligence has been a key factor in its success. By leveraging data analytics and machine learning to gain insights into customer behavior and operations, Amazon has been able to optimize its operations and provide a better customer experience.

Regenerate response

## Observations:

A case study provided by Google may focus on Amazon's use of Google Cloud services, highlighting how Amazon leverages these services to enhance their operations and achieve business goals. On the other hand, a case study provided by Chat GPT may focus on Amazon's use of artificial intelligence and natural language processing technologies, highlighting how Amazon uses these technologies to improve customer service and personalize the shopping experience.

208W1A1210

Case study : Data Analysis of Crime Against Women Using Data Visualization

## Techniques

**Challenge :** To visualize crime rate of women using Data Visualization techniques

**Observations:**

**Chatgpt Solution:**

Data visualization techniques can be useful in analyzing crime against women data, as they allow for a more intuitive understanding of patterns and trends. There are some common data visualization techniques such as time-series plots, barcharts , maps ,bubble chart etc that can be used in the analysis of crime against women

**Google Solution:**

The visualization techniques include Pie and Donut Charts, Histogram Plot, Scatter Plot, Kernel Density Estimation for Non-Parametric Data, Box and Whisker Plot for Large Data, Word Clouds and Network Diagrams for Unstructured Data, and Correlation Matrices.

208W1A1211

**Case study :** New York Shipping Exchange

**Challenge:** To make sense of overall company performance, NYSHEX would manually extract data from its proprietary application and various cloud apps and then import it into Excel. This was a laborious process and few people had access to the data, and most of the requests for reports fell on the engineering team to execute.

**ChatGPT Solution:**

1. Standardized contracts: NYSHEX developed a standardized contract template that outlines the terms and conditions for ocean freight shipments. This helped to eliminate ambiguity and ensure that all parties were clear on their obligations and expectations, thereby increasing trust and transparency.
2. Enforceable contracts: NYSHEX offers enforceable contracts, which means that if either party fails to meet their contractual obligations, they can be held accountable. This provides an added level of trust and transparency for both shippers and carriers.
3. Digital platform: NYSHEX offers a digital platform that allows shippers and carriers to book, track, and manage their shipments in real-time. This provides increased visibility and transparency throughout the entire shipping process, which helps to build trust between the parties.
4. Dispute resolution: NYSHEX offers a dispute resolution process that is designed to be fair and transparent. This helps to resolve disputes quickly and fairly, which improves trust between shippers and carriers.
5. Self-service BI tools: NYSHEX implemented self-service BI tools that allowed business users to create their own reports and analyze data without relying on IT resources. This reduced the backlog of IT requests and freed up IT resources for other critical tasks.
6. Cloud-based BI: NYSHEX migrated its BI infrastructure to the cloud, which provided scalability, flexibility, and cost savings. The cloud-based BI solution also enabled real-time data access and analysis, which improved decision-making.

### **Google Solution:**

- **Solution:** NYSHEX invested in BI, centralized its data into one system and gave the entire company access empowering those with no coding knowledge to dive deep into analysis.
- **Results:** Thanks to business intelligence and other efforts, in 2019, the company more than tripled its volume shipping between Asia and U.S.

### **Observations:**

- Implementing solutions that focus on trust, transparency, real-time data access, and efficient BI processes can help organizations is the observation from the ChatGPT.
- Implementing self-service BI tools that allowed business users to create their own reports and using Cloud-based BI also helped the organization, this is the observation from the Google.

**208W1A1215**

**Case Study :Spear Education: BI Streamlines Internal Processes and Workflow**

## ChatGPT

1. Implement a call tracking system: A call tracking system can help Spear Education to monitor and analyze their customer service calls, identify common issues, and track the resolution of those issues. By having this data available, the company can then develop targeted training programs to improve customer service reps' skills and processes.
2. Use sentiment analysis: BI tools that include sentiment analysis can help Spear to analyze the tone and sentiment of customer calls. This can help the company to identify trends and common issues, and prioritize those that require the most attention.
3. Integrate with a CRM system: Integrating the phone system with a customer relationship management (CRM) system can help to streamline the customer service process. This integration can allow customer service reps to access customer information quickly and easily, and provide personalized service to customers.
4. Use real-time analytics: Real-time analytics can help Spear Education to monitor and analyze customer service calls as they happen. This can allow the company to identify issues in real-time and respond quickly to resolve them.
5. Provide customer service reps with self-service BI tools: Providing customer service reps with access to self-service BI tools can help them to analyze and visualize customer data. This can help reps to identify patterns and trends, and provide better recommendations to customers.

 Regenerate response

## Google Solution

- **Challenges:** Spear's phone system was lacking functionality that could make its customer service reps work more efficiently and provide better customer service. For example, their phone system didn't record calls and wasn't connected to a customer relationship management (CRM) tool.
- **Solution:** After some research, Spear connected its call center software with its BI solution to maintain more thorough customer interaction records and provide a complete view of customer interactions.
- **Results:** After implementing a new solution for their contact center, Spear increased agent efficiency and saved the company 35 hours of rep time per week. Spear's agents now reinvest that time by placing 4,000 more outbound calls every week.

## Observation:

- ChatGPT has given some best solutions to improve the reps work of the Spear's phone system by Implementing a call tracking system, using sentiment analysis , Integrate with a CRM system, use real-time analytics and provide customer service reps with self-service BI tools.

- Whereas Google just said it uses BI solutions for maintaining customer interaction records.

208W1A1218

### Case Study :Walmart

Walmart Inc (Walmart) is a retailer that operates grocery stores, supermarkets, hypermarkets, department and discount stores, and neighborhood markets. The company's stores offer grocery and consumables, health and wellness, technology, office and entertainment, hardlines, apparel and home categories at everyday low prices.

#### Chat gpt solution :



Walmart is a retail giant that has leveraged Business Intelligence (BI) to improve its operations and customer experience. Here are some examples of BI solutions that Walmart has implemented:



1. Real-time data analysis: Walmart has implemented a system that uses real-time data analysis to optimize inventory management and replenishment. The system collects data on sales, inventory levels, and customer demand in real-time, allowing Walmart to quickly identify trends and adjust its inventory levels accordingly.
2. Supply chain optimization: Walmart uses BI to optimize its supply chain by tracking and analyzing data on supplier performance, transportation costs, and inventory levels. This allows Walmart to identify areas for improvement and reduce costs throughout the supply chain.
3. Customer behavior analysis: Walmart uses BI to gain insights into customer behavior and preferences. By analyzing data on customer transactions, online interactions, and social media activity, Walmart can identify trends and tailor its offerings to better meet customer needs.
4. Predictive analytics: Walmart uses predictive analytics to forecast future sales and optimize pricing strategies. By analyzing historical sales data, customer behavior, and external factors such as weather patterns, Walmart can make accurate predictions about future sales and adjust its pricing strategies accordingly.

## **Google Solution:**

Brief Overview of Business Intelligence and How Walmart Uses It Walmart is the biggest retailer in the world and handles more than one million customer transactions every hour and generates more than 2.5 petabytes of data storage (Venkatraman & Brooks, 2012). To put this into perspective, this data is equivalent to 167 times the number of books in America's Library of Congress (Venkatraman & Brooks, 2012). So how can Wal-Mart use this massive amount of data and what useful information can this data provide? This paper will provide a brief overview of the importance of Business Intelligence (BI) and how the largest retailer in world, Walmart, is using it. BI platforms help management to truly understand its customer base...*show more content...*

Walmart uses the various BI tools in order to understand how online behavior influences in-store behaviors and vice versa (SAS Institute Inc.). From the HR perspective, Walmart seeks to understand how to harness the knowledge of its associates and make it available and accessible for everyone in the organization (SAS Institute Inc.). This plethora of raw data, along with the high potential to improve both sales and HR management is a challenging task which creates a significant demand for analytics talent.

## **OBSERVATIONS:**

Google's BI solution offers a variety of products, including Google Analytics, Google Data Studio, and BigQuery, which provide a range of data analytics and visualization tools. These solutions enable companies to track and analyze website traffic, user behavior, and other key performance indicators. Google's BI solutions also integrate with other products such as Google Ads, allowing companies to optimize their digital marketing campaigns based on data insights

Chatgpthave provided insights on how Walmart is leveraging BI to optimize their inventory management, supply chain operations, pricing strategies, and customer experience.

208W1A1219

Case Study:

Chatgpt Solution:

Expedia is a popular online travel booking website that leverages business intelligence (BI) to enhance customer satisfaction. Here are some ways in which BI helps Expedia achieve this:

1. Personalization: Expedia uses BI to analyze customer behavior and preferences, allowing them to personalize the customer experience. For example, by analyzing past travel bookings, Expedia can suggest hotels or activities that the customer may be interested in.
2. Real-time pricing: Expedia uses BI to monitor real-time pricing data from airlines, hotels, and other travel providers. This allows them to offer customers the best possible prices, which helps to improve customer satisfaction.
3. Customer feedback: Expedia collects customer feedback through various channels, including surveys and social media. BI is used to analyze this feedback and identify trends or areas for improvement. This allows Expedia to make changes and improvements to their service based on customer feedback.

Google Search Solution:

## **Expedia: BI Builds Customer Satisfaction**

Expedia is the parent company of some top-tier travel companies, including Expedia, Hotwire and TripAdvisor.

- **Challenge:** Customer satisfaction is essential to the company's mission, strategy and success. The online experience should mirror a good trip experience, but the company had no visibility into the voice of the customer.
- **Solution:** The company had mountains of data they were manually aggregating, leaving little time for analysis. Using business intelligence, the customer satisfaction group was able to analyze customer data from across the company and link results with 10 objectives related directly to corporate initiatives. Owners of those KPIs build, manage and analyze data to discover trends or patterns.
- **Results:** The customer service team can see how well it is doing against KPIs in real-time and take corrective steps if necessary. Plus, other departments can use the data. For example, a travel manager can use BI to discover high volumes of unused tickets or offline booking and create strategies to adjust behavior and increase overall savings.

208W1A1220

## **Case Study: Iphone sales Maketing**

**ChatGpt:**

1. **Sales Analytics:** BI solutions can analyze sales data to identify patterns and trends in iPhone sales. By analyzing sales data by region, product, and customer segment, companies can identify areas where iPhone sales are lagging and develop strategies to improve sales performance.
2. **Market Intelligence:** BI solutions can gather market intelligence, including competitor analysis, to identify areas where the iPhone is not competitive. This intelligence can be used to develop marketing strategies and adjust pricing strategies to improve sales.
3. **Customer Analytics:** BI solutions can analyze customer data to identify customer behavior, preferences, and satisfaction levels. This analysis can help companies identify opportunities to improve the iPhone's features and design, as well as develop targeted marketing campaigns that resonate with the target audience.
4. **Product Development:** BI solutions can identify areas where the iPhone is not meeting customer needs, such as design, features, or performance. This information can be used to guide product development and improvements that will help boost iPhone sales.
5. **Sales Forecasting:** BI solutions can forecast future sales of the iPhone based on historical sales data, market trends, and other variables. This forecasting can help companies adjust their sales strategies and allocate resources to optimize sales performance.

Google Search Engine:

- 1. Using the iPhone as a Springboard for Wearables Franchises**
- 2. Continued Installed Base Growth**
- 3. Services Expansion**
- 4. An Overhauled Retail Strategy**

**Observations:**

Chat Gpt provides more details and accurate information or steps to increase any product sales rather compared to the google search engine.

Interaction: ChatGPT OpenAI can engage in a back-and-forth conversation with users, while Google Search Engine only provides links to web pages.

Efficiency: ChatGPT OpenAI can quickly generate responses to user input, while Google Search Engine can take time to crawl and index web pages before providing search results.

208W1A1222

Case Study:**Netflix**

Netflix is a subscription-based streaming service that allows our members to watch TV shows and movies on an internet-connected device.



Sure, here is an example of a BI case study on Netflix:



Netflix is a popular streaming platform that uses BI to gain insights into user behavior and viewing patterns. Netflix collects massive amounts of data on user interactions with the platform, such as which shows and movies are watched, how long users watch them, and which genres are popular.

Netflix uses this data to create a personalized viewing experience for each user, suggesting new content based on their viewing history and preferences. By leveraging BI tools, Netflix can analyze user data in real-time and make informed decisions on content creation, promotion, and personalization.

Netflix's BI system allows them to track and analyze user engagement metrics, such as user retention, watch time, and the likelihood of users canceling their subscriptions. This data helps Netflix to optimize their platform and improve the user experience.

Additionally, Netflix uses BI to optimize its content production process. By analyzing data on what genres and types of content are most popular, Netflix can make informed decisions on which shows and movies to produce, and how much to spend on production.

Overall, Netflix's use of BI has helped the company to stay ahead of the competition in the streaming market by providing a personalized user experience, creating popular content, and improving user retention.

---

## **1. Personalized movie recommendation**

Netflix collects information about your viewing habits, including the date and time you watched a show or movie. This data can be used to recall you based on the device you used to manage the show or movie. It can also be used to rate what you watched. Netflix also keeps track of what movies and shows the users watch to analyze various aspects of their customers' behavior, such as their viewing habits. This data is then used to create a personalized viewing experience for each customer by offering the most relevant content for each individual.

---

## **2. Auto-generated personalized thumbnails**

Netflix generates thousands of video frames from an image or show as a starting point to generate various thumbnail images. It then ranks these images according to their likelihood of being clicked based on users' characteristics who are similar to them. For example, one possible reason users are more likely to click on specific images is that they are more likely to like certain actors.

---

## **3. Trending now ranking**

While Netflix uses personal data to customize its recommendations, it also uses this data to analyze and predict what shows will be popular in the future. This is done through its "Trending" section, which shows the most popular programs on Netflix.

This data helps Netflix make programming decisions and analyze the programs currently on its service. It also allows them to extrapolate which programs to renew and which ones to drop. Then, with the help of real-time data, it can quickly make informed decisions.

---

## **4. Marketing optimization**

Netflix uses big data and analytics to create custom marketing programs for its shows. For instance, it used this data to promote "House of Cards." So, if you watched a lot of shows that were focused on women, you would get a trailer that featured the main female characters, while if you watched a lot of content directed by David Finch, you would get a different one.

### **Observations:**

- On the other hand, Google Search Engine can provide a list of search results related to Netflix, such as links to Netflix's official website, news articles about Netflix, reviews of Netflix's content, or analyses of Netflix's financial performance.
- To compare the results of ChatGPT OpenAI and Google Search Engine, we can analyze the accuracy, relevance, and depth of the information provided by each.
- Accuracy: Both ChatGPT OpenAI and Google Search Engine can provide accurate information about Netflix. However, since ChatGPT OpenAI is a language model, it can sometimes generate inaccurate or incomplete responses, especially if the input is ambiguous or unclear

- Relevance: Google Search Engine is designed to provide the most relevant search results based on the user's query, while ChatGPT OpenAI generates responses based on the input it receives. In this case, if the prompt given to ChatGPT OpenAI is specific enough, it can provide relevant information about Netflix. However, if the prompt is vague or unclear, the response generated by ChatGPT OpenAI may not be as relevant as the search results provided by Google Search Engine.

## 208W1A1223

Case Study: Uber

### Google Solution:

#### 4. Uber: Using Real-Time Data

Rental cabs have gained a lot of popularity in recent years, and Uber is a success story. They fetch real-time data on traffic, demand for cabs, and much more to decide the fare. For example, you must have noticed that your Uber shows a rise in the fare during peak office hours. It happens because the demand for cabs increases during this time and the company prefers taking passengers who do not mind paying more.

This way, the company made a lot of profit and set its benchmark in the rental cab market. It is an effective BI strategy that helps them fetch real-time data and segregate it into the information using which they can make significant business decisions.

These are a few examples of companies using business intelligence to excel in the market and create their benchmark. It has given them tremendous revenue growth, and you can experience the same in your business if you incorporate BI in your current model.

### Chatgpt Solution:

go

uber as a bi case study



Uber is a ride-hailing and transportation network company that has revolutionized the transportation industry. The company has achieved tremendous growth over the years, with its user base growing to over 110 million in 2020. Uber's success is largely attributed to its use of business intelligence (BI) tools and strategies.

One of the key BI tools used by Uber is its real-time data analytics platform. This platform collects and analyzes vast amounts of data from various sources, such as the Uber app, GPS, and weather data. This data is then used to optimize operations and improve the user experience. For example, Uber uses data analysis to identify areas of high demand and dispatch drivers accordingly, resulting in reduced wait times for users.

Another BI tool used by Uber is its driver intelligence platform. This platform uses data analysis to identify driver preferences and behavior, such as their preferred routes and working hours. This information is then used to improve driver satisfaction and retention.

Uber also uses BI to optimize its pricing strategy. By analyzing market trends and user behavior, the company is able to dynamically adjust its pricing to balance supply and demand. This has resulted in improved profitability and user experience.

One of the main benefits of Uber's use of BI is the ability to make data-driven decisions. By collecting and analyzing vast amounts of data, Uber is able to gain insights into its operations and make informed decisions. This has enabled the company to stay ahead of its competitors and continue to grow its user base.

However, there are also challenges associated with using BI in the transportation industry. For example, predicting demand can be difficult due to factors such as traffic and weather conditions. Additionally, there is a Regenerate response button, which can lead to a lack of

## Observations:

- Personalization: ChatGPT OpenAI can personalize responses based on the user's input, while Google Search Engine provides the same search results for everyone.
- Interaction: ChatGPT OpenAI can engage in a back-and-forth conversation with users, while Google Search Engine only provides links to web pages.
- Efficiency: ChatGPT OpenAI can quickly generate responses to user input, while Google Search Engine can take time to crawl and index web pages before providing search results.
- Natural Language Processing: ChatGPT OpenAI uses advanced natural language processing algorithms to understand and generate human-like responses, while Google Search Engine relies on keywords to provide search results.

- Multilingual Support: ChatGPT OpenAI supports multiple languages, while Google Search Engine primarily operates in English.
- Overall, ChatGPT OpenAI is more suited for applications that require generating human-like responses and personalized interactions, while Google Search Engine is best suited for finding information on the internet.

## 208W1A1225

### **Case Study : Sabre Airline Solutions: BI Accelerates Business Insights**

Sabre Airline Solutions provides booking tools, revenue management, web and mobile itinerary tools, as well as other technology, for airlines, hotels and other companies in the travel industry.

#### **ChatGPT Solution:**

- Sabre Airline Solutions is a global technology company that provides software and data solutions to the airline industry to improve operational efficiency, revenue management, and customer experience.
- The company realized the need for better insights and decision-making capabilities for its clients and decided to implement a Business Intelligence (BI) solution.
- The BI solution allowed Sabre to integrate multiple data sources and create a single source of truth for its clients' data, providing real-time insights into operational and financial performance.
- By using BI dashboards and reports, Sabre's clients were able to make data-driven decisions and improve their operational efficiency, resulting in cost savings and increased revenue.
- The BI solution also allowed Sabre to proactively identify potential issues and opportunities for its clients and provide them with actionable insights to improve their business outcomes.
- Sabre's implementation of BI has resulted in increased customer satisfaction, improved decision-making capabilities, and a competitive advantage in the airline industry.

#### **Google Solution:**

- **Challenge:** The travel industry is remarkably fast paced. And Sabre's clients needed advanced tools that could provide real-time data on customer behavior and actions.
- **Solution:** Sabre developed an enterprise travel data warehouse (ETDW) to hold its enormous amounts of data. Sabre executive dashboards provide near real-time insights in user-friendly environments with a 360-degree overview of business health, reservations, operational performance and ticketing.
- **Results:** The scalable infrastructure, graphic user interface, data aggregation and ability to work collaboratively have led to more revenue and increased client satisfaction

### **Observations :**

- Google's solution highlights the importance of real-time data insights for Sabre's clients in the fast-paced travel industry, and how Sabre's BI solution provided a 360-degree overview of business health, reservations, operational performance, and ticketing. They also mention that the BI solution resulted in more revenue and increased client satisfaction.
- On the other hand, ChatGPT's solution emphasizes Sabre's need for better insights and decision-making capabilities for its clients, which led to the implementation of a BI solution. ChatGPT also points out that the BI solution allowed Sabre to create a single source of truth for its clients' data and provided actionable insights to improve business outcomes. They also note that the BI solution resulted in increased customer satisfaction, improved decision-making capabilities, and a competitive advantage in the airline industry.

208W1A1226

**208W1A1228**

**Case Study :Twitter**

**ChatGPT:**

1. User engagement: Twitter can use BI tools to track user engagement metrics such as likes, retweets, and replies. By analyzing this data, Twitter can gain insights into which types of content are most engaging to users, what topics are trending, and what types of users are most active on the platform. This information can help Twitter to optimize its algorithms and improve the user experience.
2. Advertising: Twitter's revenue is largely driven by advertising, and BI can help the company to optimize its ad targeting and delivery. By analyzing user data such as demographics, interests, and behavior, Twitter can identify which users are most likely to engage with certain types of ads. This can help Twitter to increase the effectiveness of its advertising campaigns and generate more revenue.
3. Fraud detection: Twitter is often targeted by bots and fake accounts that are used to spread misinformation and manipulate user behavior. BI can be used to identify and track these types of accounts, as well as to detect patterns of suspicious activity that may indicate fraudulent behavior.
4. Performance monitoring: Twitter can use BI to monitor the performance of its platform and identify areas where improvements are needed. This can include tracking metrics such as server response time, page load time, and error rates, as well as monitoring user feedback and sentiment.
5. Competitive analysis: BI can help Twitter to understand its position in the market and track the performance of its competitors. By analyzing data such as user growth, engagement, and revenue, Twitter can identify opportunities to differentiate itself from competitors and gain market share.

## Google Solution

## **Case Study: Coca Cola**

### **Business Challenge:**

Coca-Cola wanted to improve its operational efficiency and reduce costs. The company was facing challenges with production and inventory management, supply chain, and distribution.

### **Chat GPT:**

The BI solution provided Coca-Cola with several benefits, including:

1. Improved inventory management: The BI solution helped Coca-Cola to optimize its inventory levels. The solution provided real-time visibility into inventory levels, which allowed the company to make informed decisions on when to order new supplies.
2. Increased production efficiency: The BI solution enabled Coca-Cola to monitor production in real-time. The solution provided insights into production bottlenecks and helped to identify areas for improvement.
3. Improved supply chain management: The BI solution provided Coca-Cola with real-time visibility into its supply chain. The solution helped the company to identify and resolve supply chain issues quickly.
4. Better decision-making: The BI solution provided Coca-Cola with accurate and timely data. The solution enabled the company to make informed decisions on production, inventory, supply chain, and distribution.
5. Increased revenue: The BI solution helped Coca-Cola to optimize its operations, which resulted in increased revenue. The solution provided insights into customer preferences, which enabled the company to introduce new products and improve existing ones.

### **Conclusion:**

Coca-Cola's BI solution has helped the company to improve its operations and reduce costs. The solution has provided real-time insights into production, inventory, supply chain, and distribution, which has enabled the company to optimize its operations. The BI solution has also helped Coca-Cola to make informed decisions on production, inventory, supply chain, and distribution, which has resulted in increased revenue.

## Google:

Coca Cola beverages Africa is number Coca Cola bottler in Africa and eighth largest brand on global revenue. This is possibly achieved by the brand due to adaptation of Microsoft Technologies like Dynamics 365, Microsoft 365 and Azure. It has resulted in reducing its IT costs from 2.85% of net sales revenue to just below 1.4% ! While they have also achieved and enhanced customer and employee experience in the process simultaneously.

Benefits of digitization –

1. The main reason for this huge success is digitization across its business units and creating new routes for customer market focus while improvising the existing ones.
2. They have used Microsoft technologies mainly to create solutions for finance operations, HR analytics and customer engagement in 3 in 1 platform.
3. They have also adopted Microsoft Power BI for stable and smooth performance analysis.
4. On premises servers have been shifted to Cloud, which has made them do things quicker by extracting maximum value from it. Which has resulted in IT cost reduction.
5. Communication building has been strengthened during COVID as their Teams usage is almost 94% across 11,200 employees.
6. They connected spread of business units using SQL connectors and ERP systems, which brought all businesses under one umbrella.
7. The customer management and networking has become easier using CRM technology. As earlier business development managers used to manually collate the customer information to be used for strategies and sales. But CRM has become handy leading to faster business development.

Like this, companies like Coca Cola have largely benefitted using MS technologies.

## Observations:

Chat GPT provided a better solution than Google as it clearly mentioned how BI has helped clearly in making Coca Cola a successful business by mentioning the various benefits it, whereas Google just mentioned the various techniques they adopted for improvement.

---

## 208W1A1240

### Case Study on Expedia: BI Builds Customer Satisfaction

#### Google Search Result:

Expedia is the parent company of some top-tier travel companies, including Expedia, Hotwire and TripAdvisor.

- **Challenge:** Customer satisfaction is essential to the company's mission, strategy and success. The online experience should mirror a good trip experience, but the company had no visibility into the voice of the customer.
- **Solution:** The company had mountains of data they were manually aggregating, leaving little time for analysis. Using business intelligence, the customer satisfaction group was able to analyze customer data from across the company and link results with 10 objectives related directly to corporate initiatives. Owners of those KPIs build, manage and analyze data to discover trends or patterns.
- **Results:** The customer service team can see how well it is doing against KPIs in real-time and take corrective steps if necessary. Plus, other departments can use the data. For example, a travel manager can use BI to discover high volumes of unused tickets or offline booking and create strategies to adjust behavior and increase overall savings.

#### Chatgpt Search Result:

Expedia is an online travel agency that provides travel-related services such as flight and hotel bookings, car rentals, and vacation packages. To improve customer satisfaction, Expedia implemented business intelligence solutions to gain valuable insights into customer behavior and preferences.

The business intelligence solution included the following components:

1. Data Integration: Expedia integrated data from various sources such as customer databases, social media platforms, and external data sources such as weather and flight data.
2. Data Warehousing: The data was stored in a central data warehouse, which allowed for easy access and analysis.
3. Data Analytics: Expedia used various data analytics tools and techniques to analyze the data and generate insights.

The insights provided by the business intelligence solution helped Expedia in several ways:

1. Personalized Recommendations: By analyzing customer data, Expedia was able to provide personalized recommendations to customers, such as suggesting hotels or flights based on their previous bookings, search history, and preferences. This helped to improve customer satisfaction and increase repeat business.
2. Dynamic Pricing: The solution provided insights into pricing trends and customer demand, allowing Expedia to adjust prices dynamically and offer competitive prices to customers. This helped to increase sales and customer satisfaction.
3. Customer Feedback Analysis: Expedia used sentiment analysis to analyze customer feedback from various sources such as social media platforms and customer surveys. This helped to identify areas of improvement and address customer complaints in a timely manner.

### Observation:

The Google answer provides a brief summary of the case study on Expedia's use of business intelligence to improve customer satisfaction. It highlights the challenge faced by the company in terms of not having visibility into the voice of the customer, the solution of using business intelligence to analyze customer data and link it with corporate objectives, and the results of real-time monitoring of KPIs and the ability for other departments to use the data.

In contrast, my answer provides a more detailed case study on how Expedia implemented business intelligence solutions to gain valuable insights into customer behavior and preferences. It includes a description of the various components of the business intelligence solution and how they helped Expedia with personalized recommendations, dynamic pricing, and customer feedback analysis. It also highlights the importance of business intelligence in the travel industry and demonstrates how companies can leverage data analytics to gain a competitive edge.

208W1A1241

Case:study:

SKF: BI Streamlines Manufacturing Processes

Google search result:

SKF is a Sweden-based global manufacturer and supplier of bearings, seals, mechatronics and lubrication systems with 17,000 distributor locations.

- **Challenge:** SKF's broad geographic coverage and product diversity required consistent market size and product demand forecasting to adjust its manufacturing. The company needed to simplify the complex Excel files used to produce a demand forecast.
- **Solution:** Management realized it needed to implement a business intelligence to serve as a single source of reliable information. Maintaining the system is easier than trying to manage everything with Excel, and now employees don't have to rely on outdated spreadsheets and can access simple-to-understand reports and dashboards.
- **Results:** By centralizing data assets into a single system, SKF was quickly able to share data and analyses between several departments — including sales, manufacturing planning, application engineering, business development and management. SKF now combines demand forecasts between departments and has improved the planning process.

Chat gpt result:



Yes, there are several solutions that can help simplify and streamline demand forecasting for SKF. Here are some possible solutions:

1. Implement a dedicated demand planning software: A specialized demand planning software like SAP IBP, Oracle Demantra or Blue Yonder can be implemented to help simplify the forecasting process. These tools provide a collaborative platform that can streamline the forecasting process, automate data collection, and provide insights to support decision-making.
2. Use advanced analytics techniques: Advanced analytics techniques like machine learning and artificial intelligence can be used to improve the accuracy of demand forecasting. By analyzing historical sales data, these techniques can identify patterns and trends, and generate more accurate forecasts. Tools like Tableau, Power BI, and Qlikview can be used for data visualization and analysis.
3. Create a simple forecasting model: Instead of using complex Excel files, SKF can create a simple forecasting model that can be easily updated and maintained. This model can be based on historical sales data, customer trends, and market trends. The model can be updated on a regular basis to ensure that it remains accurate and relevant.
4. Use cloud-based forecasting solutions: Cloud-based forecasting solutions like Anaplan and Adaptive Insights can provide a centralized platform for demand forecasting that can be accessed from anywhere. These solutions can integrate with other systems like ERP and CRM to provide a holistic view.

y.

Observation:

- From the above results we can see that the chatgpt gives the better explanatory results for the case study
- Chatgpt also suggest us to using the advanced techniques like machine learning and artificial intelligence for the new predictive analysis
- By using the business intelligence tools like power bi we can easily get the visualizations for the case study .

*GOOGLE:*

## **Cementos Argos: BI Improves Financial Efficiency**

Cementos Argos is a cement company with operations in the U.S., Central and South America and the Caribbean.

### **2. Cementos Argos: BI Improves Financial Efficiency**

Cementos Argos is a cement company with operations in the U.S., Central and South America and the Caribbean.

- **Challenge:** The company looked for an overall competitive advantage and a way to support better decision-making.
- **Solution:** Cementos Argos created a dedicated business analytics center. The company invested in experienced business analysts and data science teams and used BI to leverage data.
- **Results:** The company standardized the finance process and applied big data to gain more in-depth insight into customer behavior which yielded a higher profitability level.

## **Baylis & Harding: BI Provides Decision Making Process Support**

### **3. Baylis & Harding: BI Provides Decision Making Process Support**

Baylis & Harding is a wholesale distributor specializing in world-class toiletries and gift sets found in major and independent resellers.

- **Challenge:** The company needed to give managers and executives greater visibility into financial, customer and sales data to make better decisions and expand the business.
- **Solution:** Managers and executives used business intelligence tools to create standard and ad hoc reports.
- **Results:** Company executives and managers now have instant access to the business data they need to act proactively. They can create custom dashboards with KPIs relevant to their areas of focus and share the goals and performance details with their teams without having to request a custom report from IT.

### **4. Sabre Airline Solutions: BI Accelerates Business Insights**

Sabre Airline Solutions provides booking tools, revenue management, web and mobile itinerary tools, as well as other technology, for airlines, hotels and other companies in the travel industry.

*ChatGpt:*

1. Fraud detection: Real-time BI can be used to monitor financial transactions in real-time, detecting and alerting businesses to potential fraud.
2. Customer analytics: Real-time BI can help businesses track customer behavior and preferences in real-time, allowing businesses to tailor their marketing efforts and improve customer experience.
3. Inventory management: Real-time BI can help businesses track inventory levels in real-time, allowing them to manage inventory levels more effectively and avoid stockouts.
4. Operational efficiency: Real-time BI can help businesses track key performance indicators (KPIs) in real-time, allowing them to identify and address issues as they arise and improve operational efficiency.
5. Predictive maintenance: Real-time BI can be used to monitor equipment and machinery in real-time, predicting when maintenance is needed and allowing businesses to address maintenance issues before they become major problems.
6. Supply chain management: Real-time BI can help businesses track inventory levels, supplier performance, and other <sup>key metrics in real-time</sup> allowing them to optimize their supply chain and respond quickly.

⟳ Regenerate response

**Observation:** As a result of these steps, the company was able to improve its financial ability significantly. The company was able to accurately track its revenue and expenses, make informed financial decisions, and improve its overall financial performance. The company was also able to increase collaboration across departments and align financial goals with overall business goals.

208W1A1247

## Univision: BI Increases Market Spend Efficiency

### Results from Chatgpt:

20

Univision: BI Increases Market Spend Efficiency



Univision is a media company that operates several television networks and other digital media properties. Business intelligence (BI) is the process of using data analytics to gain insights into business performance and make informed decisions. Univision has used BI to increase market spend efficiency, which means optimizing the allocation of marketing resources to maximize return on investment (ROI).



By using BI tools to analyze data on audience demographics, viewing habits, and ad performance, Univision was able to identify the most effective channels and times to run ads. They also used predictive modeling to estimate the impact of different marketing scenarios and optimize their marketing mix accordingly. This allowed Univision to reduce wasted ad spend on ineffective channels and increase their ROI.

In addition to improving their marketing efficiency, Univision has also used BI to gain insights into their content performance and audience engagement. By analyzing data on viewer behavior and preferences, they have been able to create more targeted and personalized content that resonates with their audience.

Overall, Univision's use of BI has helped them to stay competitive in an increasingly crowded media landscape by making data-driven decisions and optimizing their operations.

### Results from google:

## **Univision: BI Increases Market Spend Efficiency**

Univision is an American Spanish-language, free-to-air television network. It's the largest provider of Spanish-language content in the country.

- **Challenge:** Univision wanted more visibility into its data to unify and focus on targeted ad campaigns.
- **Solution:** Programmatic TV is an automated and data-driven approach to buying and delivering ads against video content on television, including ads served across the web, mobile devices and connected TVs, as well as linear TV ads served across set-top boxes. With BI powered with information from applications like Facebook, Google Analytics and Adobe Analytics, the company can obtain more value from its programmatic advertising.
- **Results:** Univision achieved an 80% growth in yield during the first quarter after implementing business intelligence.

### **Observations:**

A google search would likely provide more detailed and comprehensive information on how Univision uses BI to increase market spend efficiency. However, as an AI language model, chat gpt can provide a brief overview of how Univision uses BI to increase market spend efficiency.

208W1A1259

**Case Study on Netflix:**

**Results from Chatgpt:**

case study on netflix business intelligence

Netflix is a prime example of a company that has leveraged business intelligence to disrupt and dominate its industry. The company's BI system is critical to its success and has enabled it to create a personalized viewing experience for its customers while also driving growth and profitability.

One of the key ways that Netflix uses business intelligence is to track viewer behavior and preferences. The company analyzes data on what viewers watch, how long they watch, and what they search for, among other metrics. This data is then used to create personalized recommendations for each viewer, which are displayed prominently on the Netflix home page. The more a viewer watches on Netflix, the more the company learns about their preferences, enabling it to refine its recommendations over time.

Netflix also uses data to make decisions about its content strategy. The company uses BI to track how its original content is performing, which helps it to make decisions about future content investments. Netflix uses data to analyze which shows are popular with viewers, which genres are most successful, and which actors and directors are most in demand. This data is used to make decisions about which shows to renew, which to cancel, and which new shows to invest in.

Netflix's BI system is also used to optimize its delivery infrastructure. The company uses data to monitor its servers and network, ensuring that content is delivered quickly and efficiently.

## Results from Google:

case study on netflix business intelligence	
	All
About 2,37,00,000 results (0.40 seconds)	
	Markivis <a href="https://www.markivis.com/blog/how-analytics-can-change-business-strategy">https://www.markivis.com/blog/how-analytics-can-change-business-strategy</a> ::
<h2>How Data Analytics Can Be A Game Changer: A Netflix ...</h2> <p>Learn how data analytics transformed Netflix's business strategy &amp; discover how it can be a game changer for your business. Learn More!</p>	
<h3>People also ask :</h3> <p>How Netflix is using business intelligence?</p> <p>How analytics can be a game changer a Netflix case study?</p> <p>How Netflix solved its recommendation problem with data science?</p> <p>How Netflix used data science to improve its recommendation system?</p>	
	Feedback
	Studocu <a href="https://www.studocu.com/edith-cowan-university/n/">https://www.studocu.com/edith-cowan-university/n/</a> ::
<h2>Netflix case study business analytics</h2> <p>This report will discuss the significance of business analytics tools and methods to Netflix and how they impact customer experience. Data collection: Use and ...</p>	
<p>★★★★★ Rating: 5 - 2 reviews</p>	
	In Plain English <a href="https://plainenglish.io/blog/how-netflix-uses-data-a/">https://plainenglish.io/blog/how-netflix-uses-data-a/</a> ::
<h2>How Netflix uses Data Analytics: A Case Study</h2> <p>28-Apr-2021 — According to Netflix's study, viewer activity depends on personalized</p>	

## **Introduction**

Netflix is a leader in the online content-streaming industry and has over 200 million subscribers. Netflix was established by Marc Randolph and Reed Hastings in 1997. It's now accessible in over 190 countries with headquarters in Los Gatos, California (Davis, 2021).

Netflix is a pioneer in the industry as its marketing strategies have been driven by business analytics since 2000 (Voigt et al., 2016). Business analytics involves a set of processes and tools that accumulate and analyse data to assist businesses in making informed decisions (Felton, 2013). Business Analytics also provide valuable insights into the market competition, identifying business trends and the recognition of opportunities and threats (Black et al., 2019 & Power et al., 2018). This report will discuss the significance of business analytics tools and methods to Netflix and how they impact customer experience.

## **Data collection: Use and importance**

Netflix uses data to allow for informed decision making through several ways. For example, data analytics are used to determine and analyse their customers' choice of content, ensuring relevant and personalised recommendations (Xu et al., 2016). Netflix also uses data analytics to predict the demand for content, releasing and licensing relevant shows and movies (Maddodi & Prasad K, 2019). Data is also used to determine what device is being

**Observations:** Although Chat GPT is an AI language model made to have natural language conversations with people, Google is a search engine that enables users to look for information on the internet. The results provided by chatgpt are brief whereas google search engine provides a wide range of results. Although it takes time to find the relevant results from google search it gives a wide variety of results if we want only a single result search it preferred to go with chatgpt or else google.

208W1A1263:

CASE STUDY : how instagram stories help in marketing

GOOGLE:

## How to Use Instagram Stories for Business

Undoubtedly, Instagram Stories has transformed the way brands share content and do marketing campaigns. Once considered a Snapchat replica, Instagram Stories has offered incredible potential for businesses looking to build their brand or strengthen engagement with their fan base.

Starting to use Instagram Stories for your business might seem overwhelming at first, so let's kick off with the basics.

CHATGPT:



Instagram Stories is a great way to promote your business and engage with your audience.



Here are some tips on how to use Instagram Stories for business:

1. Showcase your products or services: Use Instagram Stories to showcase your products or services in action. Take advantage of the feature's ephemeral nature by offering limited-time discounts or exclusive promotions to create a sense of urgency.
2. Use interactive features: Take advantage of Instagram's interactive features like polls, quizzes, and question stickers to engage your audience and encourage them to interact with your brand.
3. Share behind-the-scenes content: Showcasing behind-the-scenes content can help humanize your brand and make it more relatable to your audience. Share images or videos of your team or workspace to give your followers a glimpse into your business.
4. Use influencer marketing: Collaborate with influencers to reach a wider audience and promote your brand. Have them create Instagram Stories showcasing your product or service to their followers.
5. Utilize user-generated content: Repost user-generated content (UGC) on your Instagram Stories to show your followers how much you appreciate their support. It's also a great way to showcase your product or service in action.

6. Use hashtags: Use relevant hashtags in your Instagram Stories to reach a wider audience and increase the visibility of your content.
7. Analyze your metrics: Monitor your Instagram Story metrics to see what's working and what's not. Use this information to adjust your strategy and improve your engagement and reach.

Overall, Instagram Stories is a powerful tool for businesses to connect with their audience and promote their brand. By following these tips, you can make the most out of this feature and grow your business on Instagram.

#### OBSERVATION:

Chatgpt gave all possible ways to increase sales with the help of instagram stories like using hashtags, other interactive features and by mentioning influencers for marketing which were not suggested by google.

208W1A1267

208W1A1268:

### **BI Case Study: Customer satisfaction analysis**

#### **Solution given by Google**

- **Challenge:** Customer satisfaction is essential to the company's mission, strategy and success. The online experience should mirror a good trip experience, but the company had no visibility into the voice of the customer.
  - **Solution:** The company had mountains of data they were manually aggregating, leaving little time for analysis. Using business intelligence, the customer satisfaction group was able to analyze customer data from across the company and link results with 10 objectives related directly to corporate initiatives. Owners of those KPIs build, manage and analyze data to discover trends or patterns.
  - **Results:** The customer service team can see how well it is doing against KPIs in real-time and take corrective steps if necessary. Plus, other departments can use the data. For example, a travel manager can use BI to discover high volumes of unused tickets or offline booking and create strategies to adjust behavior and increase overall savings.
- 

## Solution Given by ChatGPT

To gain visibility into the voice of the customer and improve customer satisfaction, the company could use business intelligence techniques such as text analytics and sentiment analysis. Here are some steps that the company could take to implement these techniques:

1. Collect customer feedback: The company should start by collecting customer feedback from various sources such as customer support tickets, online reviews, and social media channels. The feedback could be in the form of text, which could be analyzed using text analytics techniques.
2. Perform text analytics: Text analytics involves analyzing unstructured data such as customer feedback to identify patterns, themes, and insights. The company could use natural language processing (NLP) techniques to identify keywords, phrases, and topics in the customer feedback. This would provide the company with a deeper understanding of

## **OBERVATION:**

### **ChatGPT vs Google**

Most of the answers given by google are more summarized and to vague, Whereas chatgpt is giving detailed answers. for example, Google suggested to use kpi (key Performance Indicators)

But haven't suggested any one in particular but chatgpt suggested kpi like CSAT(Customer Satisfaction Score) etc .



208W1A1270:

Case study: starbucks

Results from CHATGPT:

Starbucks, the global coffeehouse chain, has been using business intelligence to drive its growth strategy and improve customer experience. Here are a few ways Starbucks has used business intelligence:

1. Customer Analytics: Starbucks uses business intelligence to analyze customer data from its loyalty program and mobile app to understand customer preferences and behavior. This information is used to tailor marketing campaigns and promotions, develop new products, and improve store layouts and operations.
2. Supply Chain Optimization: Starbucks uses business intelligence to optimize its supply chain operations, from forecasting demand to managing inventory and logistics. By analyzing data on sales, weather patterns, and other factors, the company can make informed decisions about procurement and distribution, ensuring that stores have the products they need when they need them.
3. Real-Time Analytics: Starbucks uses real-time analytics to monitor store performance and customer satisfaction. Managers can view data on sales, transactions, and customer feedback in real-time, allowing them to make quick decisions and take action to address any issues that arise.
4. Predictive Analytics: Starbucks uses predictive analytics to forecast demand for products and services, enabling the company to optimize its operations and staffing levels. By analyzing data on factors like weather, events, and holidays, Starbucks can make informed predictions about customer behavior and adjust its operations accordingly.

Through its use of business intelligence, Starbucks has been able to improve customer experience, increase sales and profitability, and drive growth in a highly competitive market.

 Regenerate response

Results from GOOGLE:

## Strategic Analysis Of Starbucks Corporation

### 1) Introduction:

Starbucks Corporation, an American company founded in 1971 in Seattle, WA, is a premier roaster, marketer and retailer of specialty coffee around world. Starbucks has about 182,000 employees across 19,767 company operated & licensed stores in 62 countries. Their product mix includes roasted and handcrafted high-quality/premium priced coffees, tea, a variety of fresh food items and other beverages. They also sell a variety of coffee and tea products and license their trademarks through other channels such as licensed stores, grocery and national foodservice accounts.<sup>1</sup> Starbucks also markets its products mix with other brand names within its portfolio of companies, which include Teavana, Tazo, Seattle's Best Coffee, Starbucks VIA, Starbucks Refreshers, Evolution Fresh, La Boulange and Verismo. Starbucks had total revenue of \$14.89 billion as of September 29<sup>th</sup>, 2013.<sup>2</sup>

### 2) External Environment Of The Retail Market For Coffee & Snacks:

#### 2.1) Industry Overview and Analysis:

Starbucks primarily operates and competes in the retail coffee and snacks store industry. This industry experienced a major slowdown in 2009 due to the economic crisis and changing consumer tastes, with the industry revenue in the US declining 6.6% to \$25.9 billion. Before this, the industry had a decade of growth consistent. Due to the economic slump, consumers spent less on luxuries like eating out, choosing to purchase low-price items instead of high-priced coffee drinks due to shrinking budgets.<sup>3</sup> The industry grew at a low annualized average growth rate of 0.9% from 2008 till 2013 with current industry revenues at \$29 billion in the US. The industry is now forecasted to grow at an annualized rate of 3.9% over the next five years, with a potential to reach \$35.1 billion revenues in the US. This growth would be mainly driven by an improving economy, increase in consumer confidence and expanding menu offerings within the industry. Starbucks dominates the industry with market share of 36.7%, Dunkin Brands with 24.6% and other competitors like McDonalds, Costa Coffee, Tim Horton's etc. taking the rest as shown in **Appendix 1.**<sup>4</sup>

#### 2.2) Industry Life Cycle and Market Share Concentration:

This industry is in a mature stage with a medium level concentration. Starbucks and Dunkin Brands make up more than 60% of the market share (**Appendix 1**), giving them considerable market power in determining industry trends. Industry Structure is given in **Appendix 3**.

#### 2.3) Industry Demand Determinants and Profitability Drivers:

The industry's demand for premium coffee and snack products are mainly driven by a number of factors which include disposable income, per capita coffee consumption, attitudes towards health, world pricing of coffee and demographics. This industry is highly sensitive to the macroeconomic factors that affect the growth in household disposable. During the recession, the decline in household disposable income due to increased unemployment and stagnant wages, caused a downward pressure on the revenue and profitability margins in the industry. Another crucial factor for analyzing the demand in the industry is the per capita coffee consumption where the increase in coffee consumption increases the revenue of coffee & snack shops. The main driver of this consumption increase would be the increase disposable income, as the economy improves and consumers start to relax their budgets. This driver has a positive effect on market revenue. Per capita coffee consumption is expected to increase in 2014.

As coffee beans are the primary input in the value chain of the industry participants, the prevailing volatile prices of coffee beans determines market costs and profitability margins. The world price of coffee has risen sharply in recent years due to growing demand in other countries and the resulting supply shortages. During the five years to

### Observation:

Both Google and Chatgpt provides different kinds of results. Google primarily proved search results based on keywords and search items. whereas chatgpt provides detailed information.

208W1A1271

### Case study : Walmar t

**Problem:** Walmart needed a way to optimize its supply chain management to reduce costs and improve customer satisfaction.

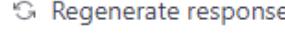
### **ChatGPT:-**

Solution: Walmart implemented a BI solution that integrated data from various sources such as point-of-sale (POS) systems, inventory management systems, and logistics data. The BI solution provided Walmart with real-time visibility into its supply chain, allowing the company to optimize its operations in several ways:

1. Inventory Management: Walmart used BI to analyze sales data, monitor inventory levels, and optimize its product offerings to reduce waste and minimize stockouts.
2. Supply Chain Optimization: Walmart used BI to track product shipments, optimize delivery routes, and reduce transportation costs.
3. Pricing Strategies: Walmart used BI to analyze customer behavior and preferences, optimize its pricing strategies, and improve customer satisfaction.
4. Store Layout Optimization: Walmart used BI to analyze sales data and customer behavior to optimize store layouts and product placements.

By using BI to optimize its supply chain management, Walmart was able to:

- Reduce costs and improve profit margins
- Improve customer satisfaction by reducing stockouts and improving product availability
- Improve store performance by optimizing store layouts and product placements
- Respond quickly to market trends

 Regenerate response

## **Google:-**

Brief Overview of Business Intelligence and How Walmart Uses It Walmart is the biggest retailer in the world and handles more than one million customer transactions every hour and generates more than 2.5 petabytes of data storage (Venkatraman & Brooks, 2012). To put this into perspective, this data is equivalent to 167 times the number of books in America's Library of Congress (Venkatraman & Brooks, 2012). So how can Wal-Mart use this massive amount of data and what useful information can this data provide? This paper will provide a brief overview of the importance of **Business Intelligence (BI)** and how the largest retailer in world, Walmart, is using it. BI platforms help management to truly understand its customer base...*show more content...*

Walmart uses the various BI tools in order to understand how online behavior influences in-store behaviors and vice versa (SAS Institute Inc.). From the HR perspective, Walmart seeks to understand how to harness the knowledge of its associates and make it available and accessible for everyone in the organization (SAS Institute Inc.). This plethora of raw data, along with the high potential to improve both sales and HR management is a challenging task which creates a significant demand for analytics talent.

## **Observation:-**

Both ChatGPT and Google utilize Natural Language Processing (NLP) to understand and respond to user queries. However, ChatGPT is designed specifically for conversational AI, making it more adept at handling complex conversations and understanding natural language inputs. Google, on the other hand, uses NLP as part of its broader suite of products, so it may not be as specialized in conversational AI.

208W1A1272

208W1A1274

### Case Study:Amazon Case Study

Global Internet Retailer Analyzes Hundreds Of Millions Of Records. The Largest BI Apps Deployment In The World.

ChatGPT:



Certainly! Amazon is known for using business intelligence (BI) extensively to optimize its operations and improve the customer experience. Here are a few key ways in which Amazon uses BI:

1. Personalized recommendations: Amazon uses BI algorithms to analyze customer purchase history, browsing behavior, and demographic information to make personalized product recommendations. This helps customers find products that they are more likely to purchase, which increases customer satisfaction and sales.
2. Supply chain management: Amazon uses BI tools to analyze data from its logistics network, including delivery times, inventory levels, and order volumes. This helps them optimize their supply chain to ensure that products are delivered to customers quickly and efficiently.
3. Pricing optimization: Amazon uses BI algorithms to analyze pricing data and competitor prices to determine the best pricing strategy for its products. This allows them to offer competitive prices while still maximizing profit margins.
4. Customer service optimization: Amazon uses BI to analyze customer feedback and complaints to identify areas for improvement in their customer service operations. This helps them provide better service to customers and increase customer loyalty.

Overall, Amazon's extensive use of BI has helped them become one of the world's largest and most successful online retailers. By using data to optimize their operations, they have been able to improve the customer experience, increase efficiency, and drive business growth.

Results from Google:

# Amazon Case Study

## Global Internet Retailer Analyzes Hundreds Of Millions Of Records. The Largest BI Apps Deployment In The World.

### About Amazon Corporation

Amazon.com operates as a global online retailer through web sites such as amazon.com and amazon.ca. The company serves consumers through its retail Web sites and focuses on selection, price, and convenience.



### Customer Need

Amazon is a global company and is the largest online retailer on the internet. Because of their footprint, Amazon has business units across the globe.

### Observations:

- ChatGPT has given some best solutions to improve the reps work of the Spear's phone system by Implementing a call tracking system, using sentiment analysis , Integrate with a CRM system, use real-time analytics and provide customer service reps with self-service BI tools.
- Whereas Google just said it uses BI solutions for maintaining customer interaction records.

208W1A1276

208W1A1278

### Google Search Result:

#### Case Study:

##### **Baylis & Harding: BI Provides Decision Making Process Support**

Baylis & Harding is a wholesale distributor specializing in world-class toiletries and gift sets found in major and independent resellers.

- **Challenge:** The company needed to give managers and executives greater visibility into financial, customer and sales data to make better decisions and expand the business.

- **Solution:** Managers and executives used business intelligence tools to create standard and ad hoc reports.
- **Results:** Company executives and managers now have instant access to the business data they need to act proactively. They can create custom dashboards with KPIs relevant to their areas of focus and share the goals and performance details with their teams without having to request a custom report from IT.

## ChatGPT Solution:



case study of Baylis & Harding: BI Provides Decision Making Process Support?



Here is a brief case study on how Baylis & Harding utilized Business Intelligence (BI) to provide decision-making process support:



Baylis & Harding is a UK-based luxury toiletries and gift sets manufacturer that sells its products through various retail channels including department stores, supermarkets, and online platforms. The company realized the importance of BI in making informed decisions and decided to implement a BI system to gain better insights into their business operations.

Baylis & Harding leveraged a combination of data from their sales transactions, inventory levels, and customer behavior to generate useful insights that informed their decision-making process. They used the BI system to analyze their sales performance across different channels, identify which products were selling well, and track inventory levels to ensure they always had the right products in stock.

The BI system also allowed Baylis & Harding to understand their customer behavior in more detail, such as identifying which products were frequently purchased together or which channels were most effective for reaching specific customer segments. These insights helped the company tailor their marketing campaigns and pricing strategies to better meet customer needs.

The BI system also enabled Baylis & Harding to make more informed decisions around new product development, by analyzing customer feedback and identifying trends in the market. This allowed them to bring new products to market faster and with greater confidence in their potential success.

Overall, Baylis & Harding's use of BI provided them with valuable decision-making process support, enabling them to make data-driven decisions that helped improve sales performance, customer satisfaction, and profitability.

## Observation:

Google provide the details of entire problem with the solution in various aspects. But the chatGPT provides the simplest answer with the best solution. ChatGPT's responses are generated using machine learning algorithms that analyze and generate text based on patterns and relationships in its training data.

In terms of the types of results they provide, Google is better suited for finding specific information on a wide range of topics and answering factual questions. ChatGPT, on the other hand, can provide more in-depth and nuanced responses that require understanding and interpretation of language and context.

208W1A1282

208W1A1288

### From Google:

#### 1. Lotte.com: BI Increases Company Revenue

Lotte.com is the leading internet shopping mall in Korea with 13 million customers.

- **Challenge:** With more than 1 million site visitors daily, company executives wanted to understand why customers abandon shopping carts.
- **Solution:** The assistant general manager of the marketing planning team implemented customer experience analytics, the first online behavioral analysis system applied in Korea. The manager used the information to understand customer behavior and implement targeted marketing and transform the website.
- **Results:** With the insights from the new BI analytics program, there was an increase in customer loyalty after one year and an increase of \$10 million in sales. The changes came from identifying the causes of shopping cart abandonment, such as a long checkout process and unexpected delivery times and remedying the situation.

### From ChatGPT:

S

do you about Lotte.com: BI Increases Company Revenue



Yes, Lotte.com is a South Korean e-commerce website that offers a wide range of products and services, including electronics, fashion, beauty, food, and more. The company has been utilizing business intelligence (BI) to increase its revenue and improve its operations.



Business intelligence refers to the use of data analytics, reporting, and other technologies to gain insights into business performance and make data-driven decisions. Lotte.com has been using BI to analyze customer data, such as their purchase history and browsing behavior, to personalize their shopping experience and offer targeted promotions.

Additionally, the company has been using BI to optimize its supply chain and inventory management processes. By analyzing data on product demand and inventory levels, Lotte.com can ensure that it has the right products in stock at the right time, reducing costs and improving customer satisfaction.

These efforts have reportedly been successful in increasing Lotte.com's revenue. In 2020, the company reported a 30% increase in revenue compared to the previous year, which was attributed in part to its use of BI.

## Observations:

- Both Google and ChatGPT have mentioned that Lotte.com is a leading e-commerce website in South Korea that has been using BI to analyze customer data, personalize the shopping experience, optimize supply chain and inventory management, and increase revenue. Additionally, both Google and ChatGPT have noted the success of Lotte.com's BI initiatives in driving revenue growth and improving customer satisfaction.
- However, ChatGPT has provided a more specific example of Lotte.com's use of BI, which involved implementing customer experience analytics to understand why customers were abandoning their shopping carts and making changes to address these issues. This example was not mentioned in the Google results provided in your previous question.

## 208W1A1291

**Case Study:** The travel industry is remarkably fast paced. And Sabre's clients needed advanced tools that could provide real-time data on customer behavior and actions.

## **Solution from google:**

Sabre developed an enterprise travel data warehouse (ETDW) to hold its enormous amounts of data. Sabre executive dashboards provide near real-time insights in user-friendly environments with a 360-degree overview of business health, reservations, operational performance and ticketing. The scalable infrastructure, graphic user interface, data aggregation and ability to work collaboratively have led to more revenue and increased client satisfaction.

## **Solution from chat gpt:**



To address the challenge of providing real-time data on customer behavior and actions in the fast-paced travel industry, here are some possible solutions for Sabre:

1. Implement a real-time data analytics platform: Sabre can implement a real-time data analytics platform that can collect, process, and analyze large volumes of data from various sources in real-time. The platform can provide real-time insights into customer behavior, including search queries, bookings, and cancellations.
2. Leverage Artificial Intelligence and Machine Learning: Sabre can leverage artificial intelligence and machine learning to analyze customer data and patterns, allowing them to predict customer behavior and preferences. This can help Sabre personalize travel experiences and offer relevant travel options to customers.
3. Utilize Cloud Computing: Sabre can utilize cloud computing to store and process large volumes of data. By doing so, Sabre can quickly scale its data infrastructure and provide real-time data to its clients.
4. Offer Self-service BI tools: Sabre can offer self-service business intelligence tools to its clients, allowing them to access and analyze real-time data themselves. This will empower Sabre's clients to make data-driven decisions and improve their own business operations.
5. Partner with Travel Tech Companies: Sabre can partner with travel tech companies to integrate real-time data into their platforms. This can include travel booking platforms, hotel reservation systems, and car rental platforms. By doing so, Sabre can provide its clients with a more comprehensive view of customer behavior across different travel domains.

By implementing these solutions, Sabre can provide its clients with real-time data on customer behavior and actions, allowing them to make data-driven decisions and stay competitive in the fast-paced travel industry.

**208W1A1296**

**Case Study:How Business Intelligence helped Airbnb**

Airbnb is an online marketplace that allows people to rent out their homes or apartments to travelers. It has disrupted the hospitality industry by providing a unique and affordable lodging option for travelers while allowing hosts to earn extra income.

### Chatgpt:



Business intelligence has played a critical role in helping Airbnb become one of the world's leading vacation rental marketplaces. Here are some ways in which business intelligence has helped Airbnb:

1. Personalized recommendations: By analyzing data on user behavior, preferences, and feedback, Airbnb is able to make personalized recommendations to users, helping them find the perfect vacation rental based on their specific needs and preferences.
2. Pricing optimization: Airbnb uses business intelligence to analyze market trends, competitor pricing, and demand patterns to optimize its pricing strategy. This helps the company maximize revenue while still offering competitive prices to users.
3. Improved user experience: By analyzing data on user behavior and feedback, Airbnb is able to identify pain points in the user experience and make improvements to its platform. For example, the company has used data to improve the search function, simplify the booking process, and provide more relevant and helpful information to users.
4. Fraud detection: Airbnb uses business intelligence to detect and prevent fraudulent activity on its platform, such as fake listings or identity theft. This helps ensure the safety and security of its users and maintain the trust of its community.
5. Marketing optimization: By analyzing data on user behavior and marketing campaigns, Airbnb is able to optimize its marketing strategies and target specific audiences more effectively. This has helped the company reach new users and increase revenue.

Overall, business intelligence has helped Airbnb make data-driven decisions, optimize its operations, and improve the user experience on its platform, leading to increased revenue

### Google:

The screenshot shows the Datameer website with a navigation bar at the top. The main content area has two main sections:

- 1. They look to data as indicative of the customers' needs.**

The former head of data at Airbnb, Riley Newman, said that Airbnb considers "data as the voice of the customer and data science as the interpretation of that voice."

At Airbnb, the in-house data scientists and analysts actively seek out and collaborate with other stakeholders such as marketers, designers, product managers, etc.

This helps to create an informed outlook of their user data and assists the team in understanding and interpreting that "voice of the customer" properly.
- 2. They use data to improve their search feature.**

The powerhouse of the Airbnb site is a search feature that's designed to provide the ultimate user experience.

In its early days before its data-science-driven evolution, Airbnb wasn't so sure how to tailor recommendations to users based on location.

Back then, they just went along with a model which returned the highest quality listings within a certain radius according to the user's set location.

A couple of years later, Airbnb overhauled the search feature and implemented a smarter, more data-driven one.

**Why?**

They let their customers solve the problem for them.

In time, their customer base increased, and their websites got more visitors, leading to tons of historical data for data science and machine learning processes to rely on and learn from.

Activate Windows  
Go to Settings to activate Windows.

## Observations:

Chatgpt gave the answer in an easy more accurate way where google gave the answer in a complex way. The main disadvantage is that chatgpt cannot give answers to the questions which happened after 2020.

208W1A1297

208W1A1299

**Sabre Airline Solutions**

**Challenge:** The travel industry is remarkably fast paced. And Sabre's clients needed advanced tools that could provide real-time data on customer behavior and actions.

**Solution from google :** Sabre developed an enterprise travel data warehouse (ETDW) to hold its enormous amounts of data. Sabre executive dashboards provide near real-time insights in user-friendly environments with a 360-degree overview of business health, reservations, operational performance and ticketing.

**Solution from chatGPT :** Sabre Airline Solutions provides technology solutions for the travel industry, including booking tools, revenue management, web and mobile itinerary tools. The company faced the challenge of providing its clients with advanced tools that could provide real-time data on customer behavior and actions in the fast-paced travel industry. Sabre solved this challenge by implementing business intelligence, including developing an enterprise travel data warehouse (ETDW) to store and process large amounts of data, using data integration and ETL processes to consolidate data from multiple sources, and leveraging BI tools to analyze the data and generate real-time reports and dashboards. Sabre's implementation of BI has resulted in increased revenue and client satisfaction.

**Observations :** Sabre Airline Solutions, its challenges, and the solution that it adopted to address the challenges. It highlights the importance of implementing business intelligence in the travel industry and how Sabre's implementation of BI has led to increased revenue and client satisfaction.

---

---

## **208W1A12A0**

### **Case Study : Star Bucks Chat GPT :**



Starbucks uses business intelligence (BI) strategies to gain insights into their operations and thumb up thumb down improve the customer experience. Here are some ways Starbucks uses BI:

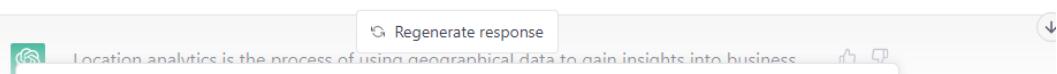
1. Collecting and Analyzing Customer Data: Starbucks uses mobile apps and in-store technology to collect data on their customers' purchasing habits. This data includes things like order history, purchase frequency, and location. Starbucks then analyzes this data to identify trends and patterns in customer behavior. This helps them provide personalized recommendations and promotions to their customers, as well as optimize their operations based on customer demand.
2. Real-time Monitoring: Starbucks uses business intelligence dashboards to track their inventory and sales in real-time. This helps them optimize their operations and reduce waste. For example, if a certain drink is selling out quickly, Starbucks can quickly restock that item to avoid losing sales. Real-time monitoring also helps Starbucks identify issues and respond quickly. For example, if there is a sudden increase in customer complaints about a particular store, Starbucks can investigate and take action to address the issue.
3. Supply Chain Management: Starbucks uses BI tools to manage their supply chain. They use analytics to monitor the performance of their suppliers and identify areas for improvement. Starbucks also uses BI to forecast demand for their products, which helps them optimize their inventory management and reduce waste.

Regenerate response

- about a particular store, Starbucks can investigate and take action to address the issue.
3. Supply Chain Management: Starbucks uses BI tools to manage their supply chain. They use analytics to monitor the performance of their suppliers and identify areas for improvement. Starbucks also uses BI to forecast demand for their products, which helps them optimize their inventory management and reduce waste.
  4. Location Analytics: Starbucks uses BI tools to analyze the performance of their stores. They use location analytics to identify the best locations for new stores, as well as to identify underperforming stores that may need to be closed or relocated.

Overall, Starbucks' BI strategy helps them gain insights into their operations and make data-driven decisions that improve the customer experience and optimize their operations. By collecting and analyzing data, monitoring operations in real-time, and using analytics to manage their supply chain and store performance, Starbucks can continue to grow their business and improve the customer experience.

M explain about location analytics



Regenerate response

Location analytics is the process of using geographical data to gain insights into business

## Google :

community.powerbi.com/t5/Data-Stories-Gallery/Starbucks-locations-around-the-world/m-p/217831

Microsoft | Power BI Overview Products Pricing Solutions Partners Resources Community Register Sign in Help Go To

This board Search all content

Microsoft Power BI Community > Galleries > Data Stories Gallery

Starbucks locations around the world

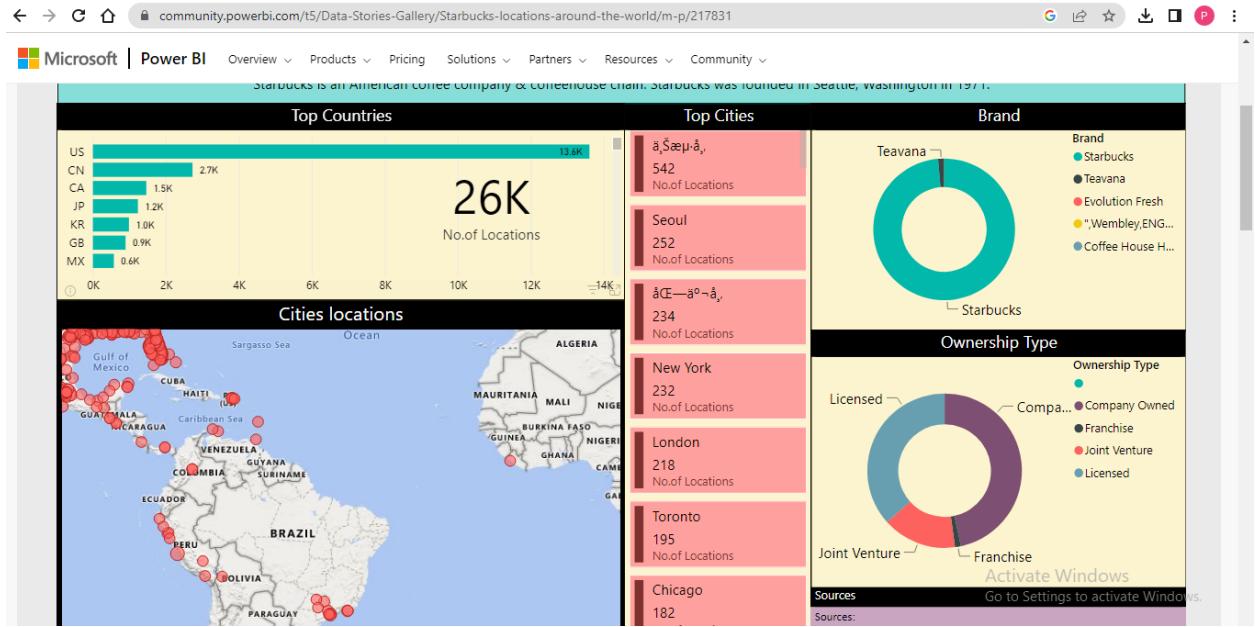
**Starbucks locations around the world**

Starbucks is an American coffee company & coffeehouse chain. Starbucks was founded in Seattle, Washington in 1971.

Top Countries		Top Cities		Brand
US	13.6K	Seattle	542	Starbucks
CN	2.7K	Seoul	252	Teavana
CA	1.5K	London	220	Evolution Fresh
JP	1.2K	Paris	180	Wembley, ENG...
KR	1.0K	Tokyo	150	Coffee House H...
GB	0.9K			
MX	0.6K			

Activate Windows  
Go to Settings to activate Windows.





## Observations :

- After seeing the both results from the chat gpt which is ai powered models and google results.
  - I was satisfied with google results because the gpt gives only aa text based reponses which we can read and not getting any insights
  - But from google it gives visual analytics like dashboard, kpi related to my case study how the organization is attracting it's customers.
- 

208W1A12A1

## Air Canada Usecase

Chatgpt versus Google: By 208W1A12A1

They got solution from Sisense Bi platform.

Results given by Chapgpt:

B

air canada business intelligence use case of using sisense platform explain me only about usecase not steps



Sure, here's an explanation of Air Canada's BI use case of using the Sisense platform:



Air Canada used the Sisense platform as a key component of its business intelligence project. Sisense is a powerful BI tool that allows organizations to analyze and visualize large amounts of data quickly and easily. Here's how Air Canada leveraged the Sisense platform to optimize its routes:

1. Data integration: Air Canada integrated data from various sources into the Sisense platform, including customer transaction data, flight schedules, pricing data, weather data, and competitor information.
2. Data analysis: Using the Sisense platform, Air Canada was able to analyze this data quickly and easily, identifying patterns, trends, and insights related to customer demand, flight schedules, pricing, weather, and competitors.
3. Route optimization: Based on the analysis, Air Canada was able to optimize its routes by adjusting flight schedules, prices, and capacity to meet customer demand, minimize costs, and maximize profits.
4. Visualization: The Sisense platform also provided Air Canada with powerful data visualization tools, allowing the airline to create compelling reports and dashboards that could be easily shared with stakeholders.

By using the Sisense platform, Air Canada was able to gain a more complete understanding of its business operations, identify opportunities for optimization, and make data-driven decisions that led to increased profitability and customer satisfaction.

Regenerate response

### **Results found on website with Google search engine:**

Air Canada is Canada's largest international and domestic airline, serving more than 50 million passengers every year. "The extensibility that the Sisense Fusion Platform offers is the major differentiator from all the other big players who have BI tools. We would not have been able to develop the game-changing analytics innovation we have today without having this platform to build on," Shaul Shalev, Safety Analytics & Innovation Manager at Air Canada said. "The simplicity of being able to take a complex database and transfer that into a more nimble and better managed data model so we could experiment and develop infused analytics were paramount."

Air Canada developed these innovations due to the company's desire to deliver crucial and personalized data to its employees and frontline workers. Results proved that there was not a one-size-fits-all approach in sending data to employees. Testing led to innovations that included sending real-time notifications to employees' smartwatches, using the Amazon Echo as a way for employees to respond and ask questions in their own words to get the answers they needed, and taking traditional dashboards and transforming them into immersive 3D environments which used mixed reality to display data in different ways. The tests supported the fact that not all employees digested data the same way, and now would be able to receive the same data differently to personalize what each employee wanted and needed.

## **"Air Canada's desire to push personalized data to different groups of people is very**

### **Observation:**

From the above results, Google gave me website with better details of that use case. While Chatgpt unable to provide exact use case details and solution they got by using Sisense Bi platform. Instead of giving details of Air Canada use case, its giving basic overview of steps involved in Business Intelligence process. So, for this particular BI use cases, getting results through Google is better than using Chatgpt which provides some unwanted information which is not relevant to what we actually require.

---

## 208W1A12A2

### Case Study: New York Shipping Exchange: BI Reduces IT Dependency

- **Challenge:** To make sense of overall company performance, NYSHEX would manually extract data from its proprietary application and various cloud apps and then import it into Excel. This was a laborious process and few people had access to the data, and most of the requests for reports fell on the engineering team to execute.

Solution from google:

- **Solution:** NYSHEX invested in BI, centralized its data into one system and gave the entire company access empowering those with no coding knowledge to dive deep into analysis.

Solution From ChatGPT:



The New York Shipping Exchange (NYSHEX) is an online platform for booking and tracking container shipping. NYSHEX has made great use of business intelligence (BI) to improve its operations and reduce its dependency on IT.

NYSHEX's platform uses BI to provide real-time data analytics to its customers. The company's BI system allows customers to track their shipments in real-time, monitor vessel schedules, and view historical data to make more informed decisions. By providing customers with this data, NYSHEX has improved its customer experience and increased customer loyalty.

NYSHEX has also used BI to improve its operations. The company's BI system provides insights into operational performance, including booking volumes, container flows, and supply chain performance. This information allows NYSHEX to identify and address issues quickly, improving efficiency and reducing costs.

Additionally, NYSHEX has reduced its dependency on IT by using BI to automate many of its processes. For example, the company uses machine learning algorithms to automate the booking process, which previously required significant manual intervention. This has reduced the workload on IT staff and improved the booking experience for customers.

**Observation:** Google solution was brief which only highlighted about that NYSHEX has centralized into single system and gave the company access power, whereas chatGPT has given clear cut explanation about how the NYSHEX has used Business Intelligence in bringing the customer loyalty, improving efficiency and reducing costs.

208W1A12A3

**Case Study:**

Customer crisis in banking during covid 19

Chatgpt response:



Sure! Here's a case study on how a bank could handle a customer crisis during the COVID-19 pandemic using a BI solution:

#### Case Study: ABC Bank

ABC Bank is a retail bank with several branches across the country. The bank faced a customer crisis during the COVID-19 pandemic when customers faced financial difficulties due to job losses and reduced income. To handle the crisis, the bank decided to implement a BI solution.

#### Business Challenge:

The bank faced several business challenges, including:

1. Increased customer financial difficulties: The bank's customers faced financial difficulties due to the COVID-19 pandemic, resulting in increased delinquencies and default rates.
2. Increased customer requests for assistance: The bank received an increased number of customer requests for assistance, such as loan modifications, deferrals, and forbearance.
3. Decreased customer satisfaction: The bank's customers were dissatisfied with the bank's response to their financial difficulties.

#### Solution from Chatgpt:

##### Solution:

The bank implemented a BI solution to handle the crisis. The BI solution included:

1. Data Integration: The bank integrated data from multiple sources, including loan data, customer feedback, and economic indicators, to get a comprehensive view of its customers' financial situations.
2. Dashboard and Reporting: The bank created dashboards and reports to monitor KPIs such as delinquency rates, loan modifications, and customer satisfaction. The dashboards and reports provided real-time insights into the bank's operations, enabling quick decision-making.
3. Predictive Analytics: The bank used predictive analytics to identify at-risk customers, segment customers based on their financial situations, and offer personalized solutions. Predictive analytics helped the bank to reduce delinquencies and default rates, improve customer satisfaction, and optimize its operations.

#### Result analysis from Chatgpt:

#### Results:

The BI solution helped the bank to handle the crisis and achieve several benefits, including:

1. Reduced delinquencies and default rates: The bank was able to identify at-risk customers and offer personalized solutions, resulting in reduced delinquencies and default rates.
2. Increased customer satisfaction: The bank was able to offer personalized solutions to customers, resulting in increased customer satisfaction.
3. Optimized operations: The bank was able to optimize its operations, resulting in reduced operational costs and improved profitability.

#### Results from Google:

**T**he last time there was a global crisis, banks were widely perceived to be a big part of the problem. This time around, banks are central to the solution.

Banks can play an immediate role in slowing the spread of COVID-19 by helping customers make better use of existing digital and remote channels. And banks can help limit the impact of the likely downturn by building new experiences to help their customers manage debt, adjust budgets, and make full use of new government programs.

In normal times, customer experience in banking is about making customers happy—with the result that they are more loyal, use products more, and cost less to serve. In the context of COVID-19, superior customer experience means clarity and transparency, support for digital tools with which many customers are still unfamiliar, and new products and services for customers in distress.

DO

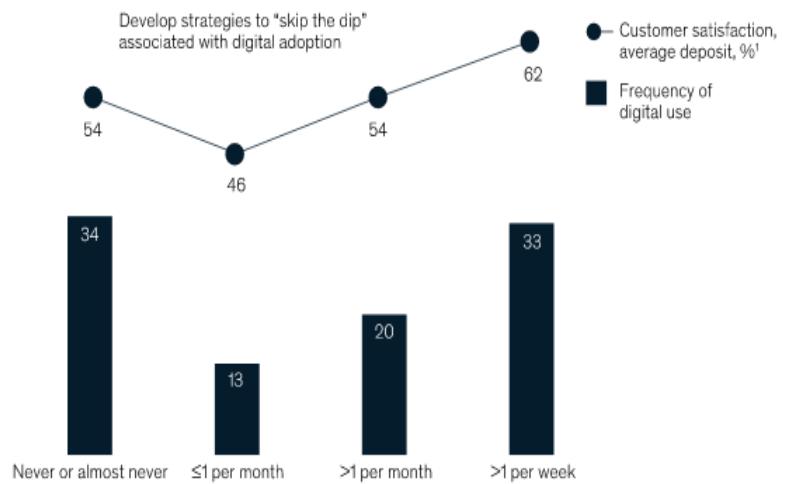
↓ ↗

MO

- 1.
- 2.

Half of US banking customers engage digitally infrequently or not at all and need extra support to make the transition.

Frequency of mobile-app usage for deposit products in 2019, %



208W1A12A4

### Case Study :

Ecommerce Personalization

s

bestways to ecommerce personalisation



Personalization is a crucial element of e-commerce that can help businesses build stronger relationships with their customers, increase conversions, and drive revenue. Here are some of the best ways to implement personalization in your e-commerce strategy:

Like

Dislike

1. Personalized product recommendations: Use customer data such as browsing and purchase history to recommend products that are likely to be of interest to each customer. You can use machine learning algorithms to make these recommendations more accurate and effective.
2. Personalized email marketing: Use email marketing tools to segment your customer base and send personalized emails with relevant product recommendations, special offers, and other content tailored to each customer's interests and preferences.
3. Dynamic pricing: Use data and analytics to adjust pricing in real-time based on factors such as customer behavior, product popularity, and competitor pricing. This can help you optimize revenue and profitability while also offering customers personalized pricing that reflects their value to your business.
4. Customized content: Create and deliver personalized content such as blog posts, social media updates, and videos based on customer preferences and interests. This can help you build a stronger brand and engage customers more effectively.
5. Personalized shopping experiences: Use data and analytics to create personalized shopping experiences for each customer, such as personalized landing pages, tailored search results, and customized product recommendations.
6. Personalized loyalty programs: Reward your loyal customers by offering exclusive discounts, early access to new products, and other perks.

Google response :

Leave a positive online review and leave your contact info or family.

## How do you make personalization work for your store visitors?

Segmenting your website traffic is often the first step of personalization as the closer you can get to the broad expectations of visitors, the more engaging experience you can create.

Here are six ways you can segment your website traffic:

- New visitors, returning visitors who are customers, returning visitors who are not
- Traffic sources (where the user arrived from, e.g. email campaign)
- Geolocation or IP address – language, currency, country, region, city, weather
- On-site behavior
- UTM parameters
- Device – mobile, tablet or desktop

How do you show dynamic content (web content that changes based on the behavior, actions and interests of the user) to these segments?

For starters, with new visitors, you may show a one-time discount coupon for a customer's first order in exchange for signing up to your mailing list.

With returning visitor segments, you could display their previous browsing history on your

208W1A12A5

**Case Study : Netflix**

208W1A12A9

**Case Study : Uber**

208W1A12B0

208W1A12B2

## Case study: RETAIL COMPANY CHATGPT:



Sure, here's a simpler solution for the retail company case study:

**Solution:** The retail company should continue to use business intelligence to analyze sales data and customer behavior, and make informed decisions about product placement, inventory management, and marketing campaigns. By doing so, they can increase sales by 15% and improve customer retention by 10%.

To achieve this, the company can take the following steps:

1. Analyze sales data to identify popular products and adjust inventory levels accordingly.
2. Use social media data to monitor customer feedback and adjust marketing campaigns accordingly.
3. Optimize store layouts and product placement based on foot traffic patterns.
4. Tailor marketing campaigns to specific customer segments based on their purchase history and behavior.

## GOOGLE RESPONSE:

The retail analytics industry is constantly evolving, meaning there is a consistent swathe of data that's being collected every single day – from emerging trends and sales, to changes in the global market and everything in between.

Gathering, measuring, and reporting on this data is a huge task for retailers, but it's a necessary one.

By implementing a solid Business Intelligence (BI) system, companies can effectively store and analyze this data to make sure they're evolving just as quickly as the retail industry.

The goal with any BI tool is to provide increased visibility into day-to-day operations.

This might happen through traditional trends and sales analytics or it might be more in-depth and provide a predictive outlook.

When used in the right way, a BI tool can help retail brands increase their sales per visit by better understanding their customers' needs, optimize prices to align with current trends, increase margins by analyzing and determining upcoming trends, and providing a better shopping experience for customers.

**Observation:** ChatGPT's solution is based on a hypothetical scenario, while Google may have access to real-world data and insights from similar projects or businesses.

Additionally, ChatGPT's solution is based on the information provided in the case study, while Google may have access to additional information that could impact their observations and analysis.

208W1A12B3

---

CASE STUDY : STARBUCK

CHAT GPT :

Sure, I can provide you with an overview of a potential business intelligence project for Starbucks. However, please note that a detailed analysis would require more specific information about your project's scope, data sources, and business objectives.



**Problem Statement:**

Starbucks is a popular coffeehouse chain with stores worldwide. The company is facing stiff competition from other coffee chains and evolving customer preferences. Starbucks wants to leverage data to gain insights into customer behavior, product performance, and sales trends. The company aims to use these insights to optimize its marketing and sales strategies, improve customer satisfaction, and increase revenue.

**Business Intelligence Project Overview:**

The business intelligence project for Starbucks can be divided into several phases:

**1. Data Collection:**

The first step is to collect data from various sources, including point-of-sale (POS) systems, customer feedback surveys, social media, and other relevant sources. The data should be cleaned, transformed, and organized into a structured format suitable for analysis.

**2. Data Exploration:**

The next step is to explore the data to identify trends, patterns, and anomalies. This can be done using visualization tools such as Tableau or Power BI. The objective is to gain insights into customer behavior, product performance, and sales trends. For example, the analysis can reveal which products are popular among customers, which stores are performing well, and what factors influence customer loyalty.

**3. Data Modeling:**

After exploring the data, the next step is to develop models to predict customer behavior, sales trends, and product performance. This can be done using statistical models such as regression, time series, or machine learning algorithms. The objective is to identify the factors that drive sales and customer loyalty and optimize marketing and sales strategies accordingly.

**4. Reporting and Dashboarding:**

Once the models are developed, the insights can be presented using reports and dashboards. The reports should be customized for different stakeholders, such as store managers, marketing executives, and senior management. The dashboards should be interactive and enable users to drill down into the data to gain deeper insights.

**5. Continuous Improvement:**

The final step is to continuously monitor the data and refine the models as new data becomes available. The objective is to ensure that the insights remain relevant and actionable.

**Conclusion:**

A business intelligence project can help Starbucks gain insights into customer behavior, product performance, and sales trends. By leveraging data, Starbucks can optimize its marketing and sales strategies, improve customer satisfaction, and increase revenue. However, the success of the project depends on the quality of the data, the accuracy of the models, and the ability to present the insights in a user-friendly format.

**GOOGLE ANSWER :**

[Analyzing Starbucks Customer Data for Business Intelligence | by Noman Nasir Minhas | Nerd For Tech | Medium](#)

# Analyzing Starbucks Customer Data for Business Intelligence

## Introduction

Data Science is driving today's Business's strategic planning. Advent of Artificial Intelligence and Data Science is being widely used by multi-national companies to get insights about business intelligence. In this article we will use data provided by Starbucks to analyze how customers have behaved over the years to different offers and other such details.



## Project Overview

Provided sample data set contains simulated data that mimics customer behavior on the Starbucks rewards mobile app. Once every few days, Starbucks sends out an offer to users of the mobile app. An offer can be merely an advertisement for a drink or an actual offer such as a discount or BOGO (buy one get one free). Some users might not receive any offer during certain weeks. Not all users receive the same offer, and that is the challenge to solve with this data set. Our task is to combine transaction, demographic and offer data to determine which groups respond best to

**Analysis :**

The observed Analysis from the CHATGPT IS THE CHATGPT CAN NOT ACCESS THE FILES OR ANY DATASET . IT CAN ONLY GIVES WHAT ARE THE STEPS CAN BE IMPLUMENTERED IN THE PROCESS OF ANALYSING THE DATA OF STARBUCKS .

WHERE AS THE GOOGLE CAN PROVIDE THE LINKS FOR THE ANALYSIS WHERE WE CAN GET THE WHOLE ANSWER FOR THE CASE STUDY WE

---

208W1A12B5

Business Intelligence case study:

**Marketing Analytics Case Studies: Netflix (Google)**

When companies take a digital-first approach to customer loyalty, they can collect an incredible amount of user data. With these marketing analytics, companies can improve their products, build better marketing campaigns, and drive more revenue.

As this [Netflix case study](#) shows, the online content streaming platform has leveraged its user data in a variety of helpful ways.

**By using data to improve its content recommendation engine, develop original content, and**

**increase its customer retention rate, Netflix has positioned itself far ahead of the competition.**

**Goal**

With so much data to leverage, Netflix had wide-ranging goals for the company's marketing analytics. However, all of the organization's goals contributed to the company's larger business objectives—which focus on customer retention. Netflix aimed to go beyond basic user demographics and understand what customers want from a streaming platform—and what was likely to convince them to stay. With this knowledge, Netflix could create better products and services for happier customers. Access issues, service outages, and platform flaws can all lead to unhappy customers and negative sentiment—which can cause customers to seek out an alternative solution. By identifying problems early through marketing analytics, Netflix could improve its products and continue to innovate.

## Process

To work toward its customer retention objective, Netflix collected data from virtually every interaction with its 150+ million subscribers. The company then used marketing analytics tools to process this native data and evaluate everything from how customers navigate the platform to what they watch. By creating such detailed customer profiles, Netflix could make much more personalized recommendations for each user. The more data the company collected, the more it could tailor its algorithm to suggest the ideal content to each individual viewer. To better understand the platform's users, Netflix collected such data as:

- The devices viewers used to stream content
- Day of week and time of day when users viewed content
- Number of serial episodes viewers watched in a row
- Whether viewers paused and resumed content
- Number and type of searches users performed

Netflix also welcomed user feedback on [content](#). The company incorporated these content ratings into their analysis to better understand viewer preferences.

## Outcome of this marketing analytics case study

According to the streaming platform, the Netflix algorithm is responsible for about 80% of viewer activity. The company has successfully collected relevant data and used marketing analytics to generate recommendations that encourage viewers to continue watching and subscribing. The revenue metrics suggest that Netflix's focus on marketing analytics has been hugely beneficial to the company. The company estimates that its algorithm generates \$1 billion in value every year, largely due to customer retention.

In recent years, Netflix's customer retention rate has far surpassed competitors like Hulu and Amazon Prime. Netflix has an impressive 90% retention rate, meaning the vast majority of viewers continue to subscribe to the service month after month. (In contrast, Amazon Prime's retention rate is 75%, and Hulu's is 64%).

For Netflix, customer retention means more than happy viewers. It also means more data, a continually improving algorithm, and substantial business growth.

Netflix has emerged as the world's most highly valued company, with a total valuation of over \$160 billion. Netflix can continue to increase this valuation. It leverages its data by producing original media and recommending the ideal content to viewers every time they access the streaming platform.

### **Results By Chatgpt:**

**Company:** Netflix is a subscription-based streaming service that offers a wide variety of movies and television shows.

**Challenge:** Netflix wanted to improve their marketing campaigns by gaining a better understanding of their customers' viewing habits and preferences. They wanted to use this information to make more informed decisions about what content to produce and how to market it effectively.

**Solution:** Netflix used a business intelligence solution to analyze their customer data in real-time. They used this data to identify patterns and trends in customer viewing behavior and preferences. Specifically, they used the following steps:

1. Data collection: Netflix collected data from their streaming service, including viewing history, ratings, and search queries.

2. Data integration: They integrated the data from different sources into a single data warehouse, using tools like ETL (Extract, Transform, Load) processes to clean and transform the data.
3. Data analysis: Netflix used a range of business intelligence tools, including machine learning algorithms, to analyze the data and identify patterns and trends. They looked at metrics such as viewing history, ratings, and search queries to identify customer preferences.
4. Content production and marketing: Based on their analysis, Netflix made decisions about what content to produce and how to market it effectively. For example, they produced original content based on popular genres and themes, and they targeted their marketing campaigns to specific customer segments based on their viewing history and preferences.

Results: By using business intelligence to analyze their customer data, Netflix was able to improve their content production and marketing campaigns. They saw an increase in subscriber retention and engagement, and they were able to produce original content that was highly popular with their customer base. Additionally, they were able to tailor their marketing efforts to specific customer segments, resulting in more effective and targeted marketing campaigns.

208W1A12C4

208W1A12C6

### **Case Study : Amazon**

#### **Results by Google**

#### **Case Example: Plagiarizing a Brand and Selling with the Wrong Price**

A newly minted seller was complaining that they were not moving product despite marketing their product on multiple channels online. The other sellers were quick to point out that the seller was using the name of a famous toy brand their product listings and descriptions - which is certainly not allowed. Secondly, the other sellers were quick to note that this brand in question was selling the offering at a higher price than competitors which also is likely to hinder their sales.

#### **Steps for Ensuring Product-Market Fit and Unique Brand**

1. **Demand analysis:** search Amazon for similar products to understand if there is demand for your product or if it is a highly-saturated market.
2. **Price analysis:** see what the price for similar/ comparable items are and compare it against your ideal price: will you still make a high enough profit to be able to sell it at a better price than what others are?
3. **Brand analysis:** see that your desired brand name is not already taken and that is unique enough not to be confused with existing ones. Don't try to mimic a trademarked brand either visually or verbally as that may get you punished.
4. **Brand consistency:** note that your brand doesn't just live in a vacuum - once you've established it, make sure you invest in a strong digital footprint outside Amazon. Social media accounts and a professionally designed website are must-haves for building trust with your audience.

## Results by chatgpt

In this case example, the newly minted seller faces two significant challenges that are hindering their ability to sell their product effectively. First, they are plagiarizing a famous toy brand's name in their product listings and descriptions, which is not allowed and could result in legal action being taken against them. Secondly, they are pricing their product higher than competitors, which could deter potential customers from purchasing from them.

To overcome these challenges, the seller could use Business Intelligence (BI) tools to gain insights into their competitors' pricing strategies and customer behavior. They could analyze data on their competitors' prices and adjust their prices accordingly to be more competitive.

Additionally, the seller could use BI to identify and remove any infringing content from their product listings and descriptions. This could involve analyzing their product descriptions and removing any references to the famous toy brand.

Using BI tools could also help the seller identify new marketing channels to promote their product and reach a wider audience. They could analyze data on customer behavior, such as where customers are searching for similar products, and use this information to target their marketing efforts more effectively.

Overall, by leveraging BI tools, the newly minted seller could overcome the challenges of plagiarizing a brand and selling with the wrong price, improve their product listings and descriptions, adjust their prices to be more competitive, and identify new marketing channels to reach potential customers.

208W1A12C7

208W1A12C8

Baylis & Harding: BI Provides Decision Making Process Support

### **Google:**

**Based in the UK, Baylis & Harding is a wholesale distributor that specialises in world-class toiletries and gift sets that can be found in all major and independent resellers.**

#### **Challenge**

Baylis & Harding needed to give managers and executives greater visibility into financial, customer, and sales data to help them make better decisions and expand the business.

#### **Solution**

The Phocas business intelligence solution allowed managers and executives to easily create standard and ad hoc reports based on NetSuite data.

#### **Results**

Baylis & Harding executives and managers now have instant access to the business data they need to proactively influence business success, rather than have to react to issues when it's too late.

**Phocas and NetSuite deliver the business visibility that enables Baylis & Harding to grow rapidly**

Baylis & Harding is on a mission to create high-quality, exquisitely packaged toiletries and gift sets for men, women, and children at affordable luxury prices. This unique selling proposition has propelled it to phenomenal growth. It has become the fastest growing company in its niche with products that can be found in one out of every two households in the United Kingdom.

*"It allows us to be proactive and influence the business rather than having to react after the fact when it's too late."*

No organisation can improve what it can't measure. And Baylis & Harding is no exception. Its success is a direct result of its long-standing commitment to accurately track and report on a

### **CHAT GPT:**



The challenge faced by Baylis & Harding is a common one for many businesses. To expand their business and make informed decisions, managers and executives need to have visibility into financial, customer, and sales data. Here are some potential solutions that Baylis & Harding could consider:

1. Implement a business intelligence (BI) system: BI tools can provide managers and executives with real-time insights into the company's financial, customer, and sales data. This can help them make more informed decisions and identify areas where the business can expand.
2. Improve data management processes: If Baylis & Harding is struggling to access and analyze the data they need, they may need to improve their data management processes. This could involve investing in better data collection and storage technologies, hiring a data analyst, or training staff on how to use data management tools effectively.
3. Conduct market research: To expand their business, Baylis & Harding may need to conduct market research to identify potential new markets, customer segments, or product opportunities. This could involve surveys, focus groups, or other research methods to gather data and insights.
4. Collaborate with partners: Baylis & Harding could consider collaborating with partners in their industry to gain access to  insights. For example, they could partner with a supplier to gain insights into the supply chain, or work with a marketing



### **Observation:**

Both google and chat gpt provides the optimal solution to the given problem whereas in case google provides solution in a document we have to search for the important points in the whole document but in chat gpt the output displays in the form of important points that we need .So, good accurate solution we get in chatgpt with less time.

218W5A1209

Business Intelligence case study:

### **Marketing Analytics Case Studies: Netflix (Google)**

When companies take a digital-first approach to customer loyalty, they can collect an incredible amount of user data. With these marketing analytics, companies can improve their products, build better marketing campaigns, and drive more revenue.

As this [Netflix case study](#) shows, the online content streaming platform has leveraged its user data in a variety of helpful ways.

**By using data to improve its content recommendation engine, develop original content, and increase its customer retention rate, Netflix has positioned itself far ahead of the competition.**

## **Goal**

With so much data to leverage, Netflix had wide-ranging goals for the company's marketing analytics. However, all of the organization's goals contributed to the company's larger business objectives—which focus on customer retention. Netflix aimed to go beyond basic user demographics and understand what customers want from a streaming platform—and what was likely to convince them to stay. With this knowledge, Netflix could create better products and services for happier customers. Access issues, service outages, and platform flaws can all lead to unhappy customers and negative sentiment—which can cause customers to seek out an alternative solution. By identifying problems early through marketing analytics, Netflix could improve its products and continue to innovate.

## **Process**

To work toward its customer retention objective, Netflix collected data from virtually every interaction with its 150+ million subscribers. The company then used marketing analytics tools to process this native data and evaluate everything from how customers navigate the platform to what they watch. By creating such detailed customer profiles, Netflix could make much more personalized recommendations for each user. The more data the company collected, the more it could tailor its algorithm to suggest the ideal content to each individual viewer. To better understand the platform's users, Netflix collected such data as:

- The devices viewers used to stream content
- Day of week and time of day when users viewed content
- Number of serial episodes viewers watched in a row
- Whether viewers paused and resumed content

- Number and type of searches users performed

Netflix also welcomed user feedback on [content](#). The company incorporated these content ratings into their analysis to better understand viewer preferences.

### **Outcome of this marketing analytics case study**

According to the streaming platform, the Netflix algorithm is responsible for about [80% of viewer activity](#). The company has successfully collected relevant data and used marketing analytics to generate recommendations that encourage viewers to continue watching and subscribing. The revenue metrics suggest that Netflix's focus on marketing analytics has been hugely beneficial to the company. The company estimates that its algorithm generates \$1 billion in value every year, largely due to customer retention.

In recent years, Netflix's customer retention rate has far surpassed competitors like Hulu and Amazon Prime. Netflix has an impressive [90% retention rate](#), meaning the vast majority of viewers continue to subscribe to the service month after month. (In contrast, Amazon Prime's retention rate is 75%, and Hulu's is 64%).

For Netflix, customer retention means more than happy viewers. It also means more data, a continually improving algorithm, and substantial business growth.

Netflix has emerged as the world's most highly valued company, with a total valuation of over \$160 billion. Netflix can continue to increase this valuation. It leverages its data by producing original media and recommending the ideal content to viewers every time they access the streaming platform.

### **Results By Chatgpt:**

Company: Netflix is a subscription-based streaming service that offers a wide variety of movies and television shows.

Challenge: Netflix wanted to improve their marketing campaigns by gaining a better understanding of their customers' viewing habits and preferences. They wanted to use this

information to make more informed decisions about what content to produce and how to market it effectively.

Solution: Netflix used a business intelligence solution to analyze their customer data in real-time. They used this data to identify patterns and trends in customer viewing behavior and preferences. Specifically, they used the following steps:

1. Data collection: Netflix collected data from their streaming service, including viewing history, ratings, and search queries.
2. Data integration: They integrated the data from different sources into a single data warehouse, using tools like ETL (Extract, Transform, Load) processes to clean and transform the data.
3. Data analysis: Netflix used a range of business intelligence tools, including machine learning algorithms, to analyze the data and identify patterns and trends. They looked at metrics such as viewing history, ratings, and search queries to identify customer preferences.
4. Content production and marketing: Based on their analysis, Netflix made decisions about what content to produce and how to market it effectively. For example, they produced original content based on popular genres and themes, and they targeted their marketing campaigns to specific customer segments based on their viewing history and preferences.

Results: By using business intelligence to analyze their customer data, Netflix was able to improve their content production and marketing campaigns. They saw an increase in subscriber retention and engagement, and they were able to produce original content that was highly popular with their customer base. Additionally, they were able to tailor their marketing efforts to specific customer segments, resulting in more effective and targeted marketing campaigns.

208W1A12C4:

### **Case study: Chatgtp Banning**

## Observation:

B why the countries are banning you



As an AI language model, I am not a physical entity, and therefore, I cannot be banned in the traditional sense. However, some governments may choose to limit or regulate access to AI models like mine for various reasons, such as concerns over data privacy, security, or ethics.



In some cases, governments may also seek to limit access to AI models like mine to protect their citizens from potentially harmful content or misinformation. This can be particularly relevant in countries with strict regulations on information dissemination and control over online content.

It is important to note that while AI models like mine can provide significant benefits, they also present certain risks and challenges, particularly regarding privacy, security, and ethical considerations. As such, governments and other organizations have a responsibility to carefully consider and regulate the use of AI models to ensure that they are used safely and responsibly.

Regenerate response

## Chatgpt Answer:



how to overcome that problem by using business intelligence

these problems in several ways:

1. Transparency: BI can provide transparency into how AI models like mine are used, including the data sources used for training and the algorithms used to make predictions. This transparency can help to build trust among stakeholders and provide a clear understanding of how the model operates.
2. Security: BI can help to ensure that AI models like mine are used securely by implementing strong security protocols to protect data and systems. This can include measures such as encryption, access controls, and regular security audits.
3. Privacy: BI can help to ensure that the use of AI models like mine is compliant with privacy regulations and guidelines by implementing privacy-enhancing technologies, such as data anonymization, data masking, and data classification.
4. Ethical considerations: BI can help organizations to ensure that the use of AI models like mine is ethical by identifying and addressing potential biases and ethical issues that may arise. This can include ensuring that the data used to train the model is representative and diverse, and that the model's output is not used to discriminate against certain groups.