**ASP B2B. Business Analytics Case**

**General instructions:**

* You have to generate a pdf document using this word as a template with your name and the name of the company you are analyzing. In this case is Dollar Store.
* You should use this word document as a template. You have to upload to “Campus Virtual” in pdf format the analysis document.
* No more than 10 pages should be used to complete this task.

**Business Analytics Case.**

Using the company's information for the analysis of this case from the perspective of what business analytics can bring to the company, next questions have to be developed

1. **SWOT Analysis**

You have to prepare the SWOT analysis of this company facing the challenge of the massive use of data to improve its positioning in the market and to be able to have better results. Prepare SWOT Analysis.

1. **Data Monetization**

Using the 4 motor factors of business analytics in this company, reason and develop how data monetization can be achieved by converting it into value for the company.

1. **Value Chain Analysis.**

Assuming that the value chain of this company is the generic one, you should analyze the impact of business analytics on each of the primary and support activities in this company.

1. **5 Forces model Analysis.**

Using the 5 Forces model analyze on which way Business Analytics can affect each one of the Forces. For example, analyze how Business Analytics can reduce Supplier Power or if this new opportunity increases this risk. You have to do it for all the forces and explain why Business Analytics has impact, positive or negative. And obviously applied to specific characteristics of ASP BSB Company.

1. **Marketing Mix and the 4 P’s Model.**

You have to analyze how Business Analytics can help Marketing specialist define the 4P’s of basic marketing mix model. For example how they should use Business Analytics opportunity to adapt price strategy of to redefine it. Always related to ASP B2B Company.

1. **Social Media Analytics.**

Explain how you would advise ASP B2B to use the data it can capture from different Social Media platforms. What benefits it could have by using this data in the different activities of the company's value chain.

1. **IoT Analytics.**

You have to identify opportunities of implementation of IoT analytics in this specific business model. Analyze what should be the impact in ASP B2B business model and what advantages it can represent for the company and in which basic activities of the value chain.

1. **Organization.**

Regarding the organizational model that you would advise this company to develop to become a data-centric organization, which of the 4 options analyzed do you think would be the most appropriate and for what reasons.

1. **Culture.**

One of the tools for managing cultural change in the organization is the “strategic agenda”. Using this tool, summarize what agenda you would propose to this company for the management of cultural change in its organization.