



Business Analysis for Business Intelligence Applications

Develop Business Intelligence Lifecycle Plan

Weight: 20 %

Marks: / 20

Student Name:

Student ID:

Date:

Project Overview: CulinaConnect is expanding its smart kitchen services to include a subscription model offering personalized meal planning, virtual cooking classes, and exclusive content from renowned chefs, all integrated into their existing mobile app. Your task is to conduct market analysis, develop a business model, enhance app features [Create a prototype], propose BI tools for analyzing user data [A proposal only no data], and prepare findings for presentation.

Project Tasks: Students will begin by conducting a detail market analysis and research, summarizing key market trends, competitor offerings, and customer feedback (Use task 6, to get more details). This will serve as the foundation for developing a robust business model, where they will outline a subscription service with detailed revenue streams and cost implications. Following this, students will focus on enhancing the existing mobile app, designing and planning new features to support the subscription service, and presenting these ideas through prototypes. Additionally, they will propose strategies for utilizing business intelligence tools to analyze user data effectively. Finally, students will prepare and deliver a comprehensive presentation summarizing their findings and proposals.

Hints:

- Market Trend Analysis: How can CulinaConnect analyze market trends effectively?
- New Business Model Components: What are critical components of the new business model?
- Using Business Intelligence: How can BI tools help understand customer preferences?
- Success Metrics: What metrics should CulinaConnect focus on for measuring success?

- Competitive Analysis: How can competitive analysis inform CulinaConnect's strategy?
- BI Lifecycle :How can CulinaConnect effectively manage the BI development lifecycle to ensure the analysis of user data meets their specific needs?

Criteria	Points	Description
Market Analysis and Research	5	Thoroughness of market trends, competitor offerings, and customer feedback analysis. Clarity and relevance of the summary and how it informing business decisions.
Business Model Development	21/2	Completeness and feasibility of the subscription model. Clear identification and analysis of revenue streams and cost implications. [Identify sample revenue streams for the business]
Implementation of BI Capabilities	5	Thoughtfulness of BI tools proposed for analyzing user data. Clarity in how BI tools will improve decision-making and user experience.
BI Lifecycle	21/2	Clarity in how each phase of the BI Lifecycle fits into CulinaConnect
Presentation and Discussion	5	Organization and clarity of the presentation. Effectiveness in communicating findings and proposals.

Report outline

Title Page

Project title

Project Scope

BI Lifecycle

Business Model Components

BI tools and Customer Preferences

Success Metrics

Sample Competitive analysis

**[Use imaginary data to enhance your
presentation/without data is equally fine]**