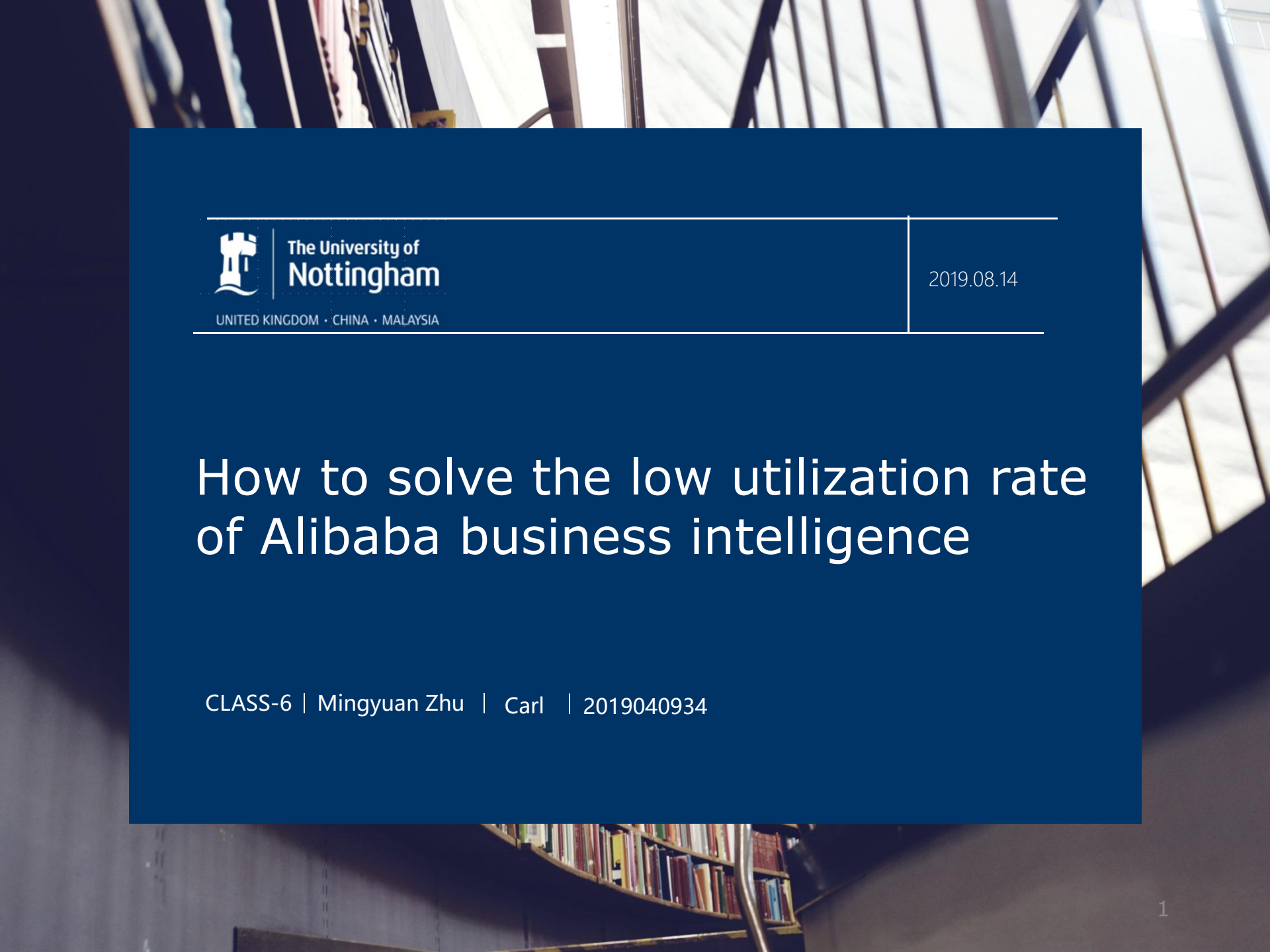

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How to solve the low utilization rate of Alibaba business intelligence

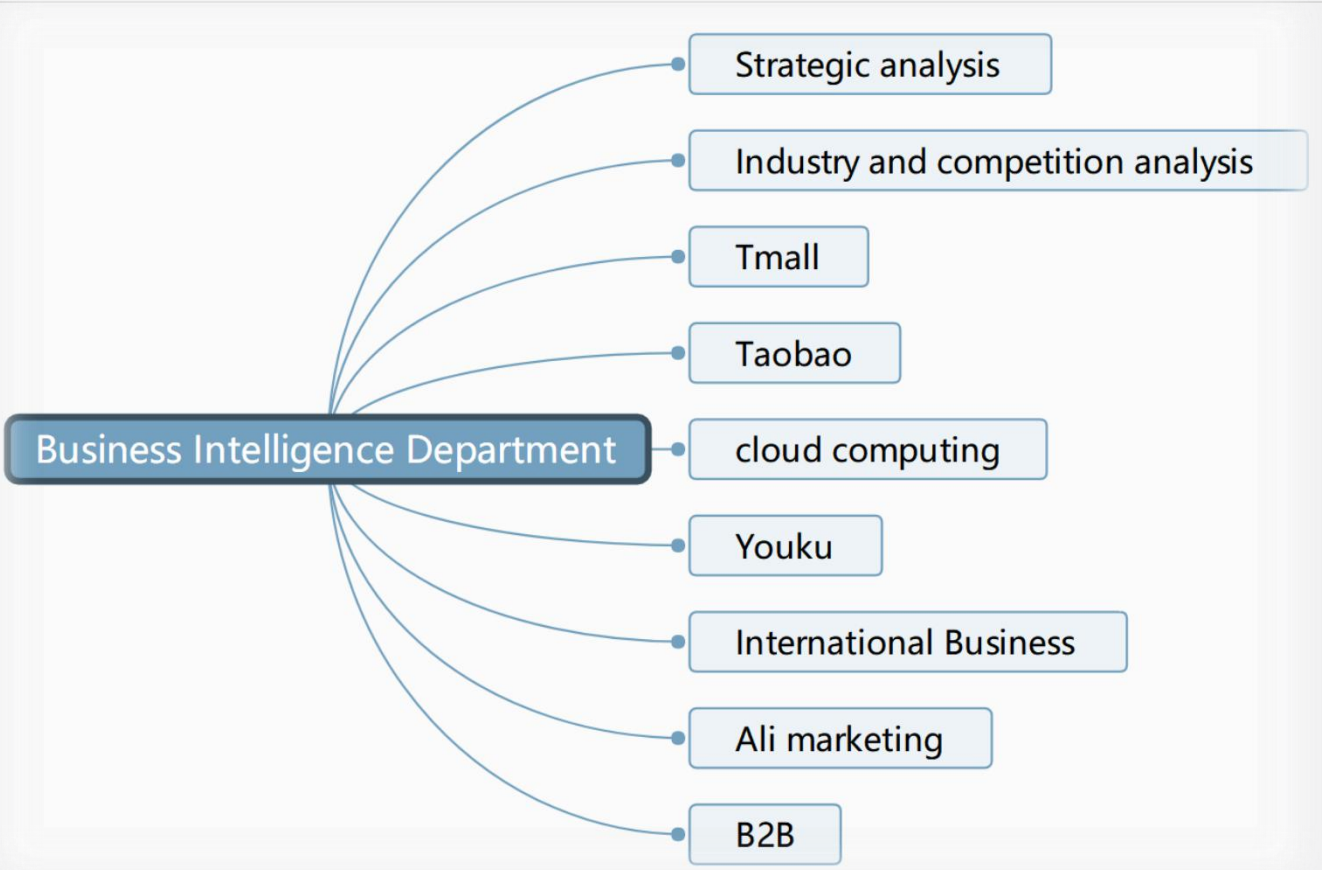
CLASS-6 | Mingyuan Zhu | Carl | 2019040934

Low utilization

▲ Little changed in business results **(BI lack of impact)** (Greenwood, 2017)

▲ Most time for **unstructured data** (Delic and Riley, 2013; Maheshwari, 2015)

Business Intelligence Department



Overview

▲ The problem of low utilization and Alibaba BI data

▲ The solution to the problems

▲ The evaluation of the solution

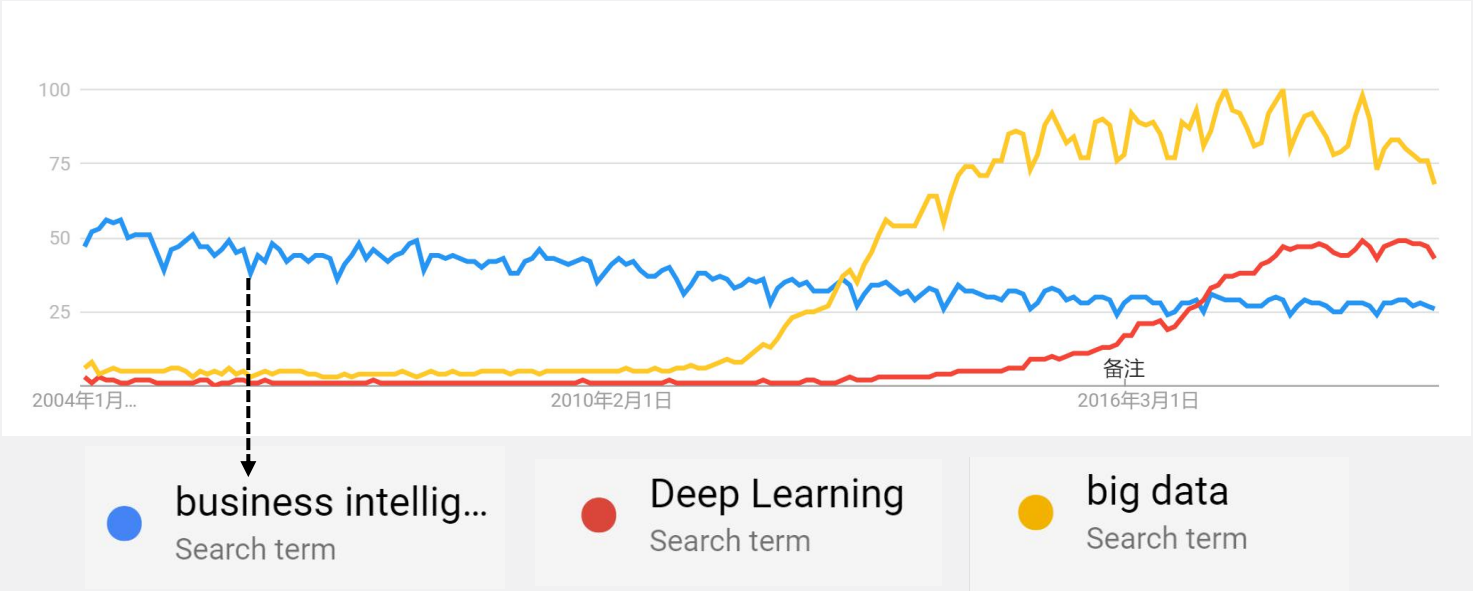
▲ Conclusion

Problem 1: lack of impact

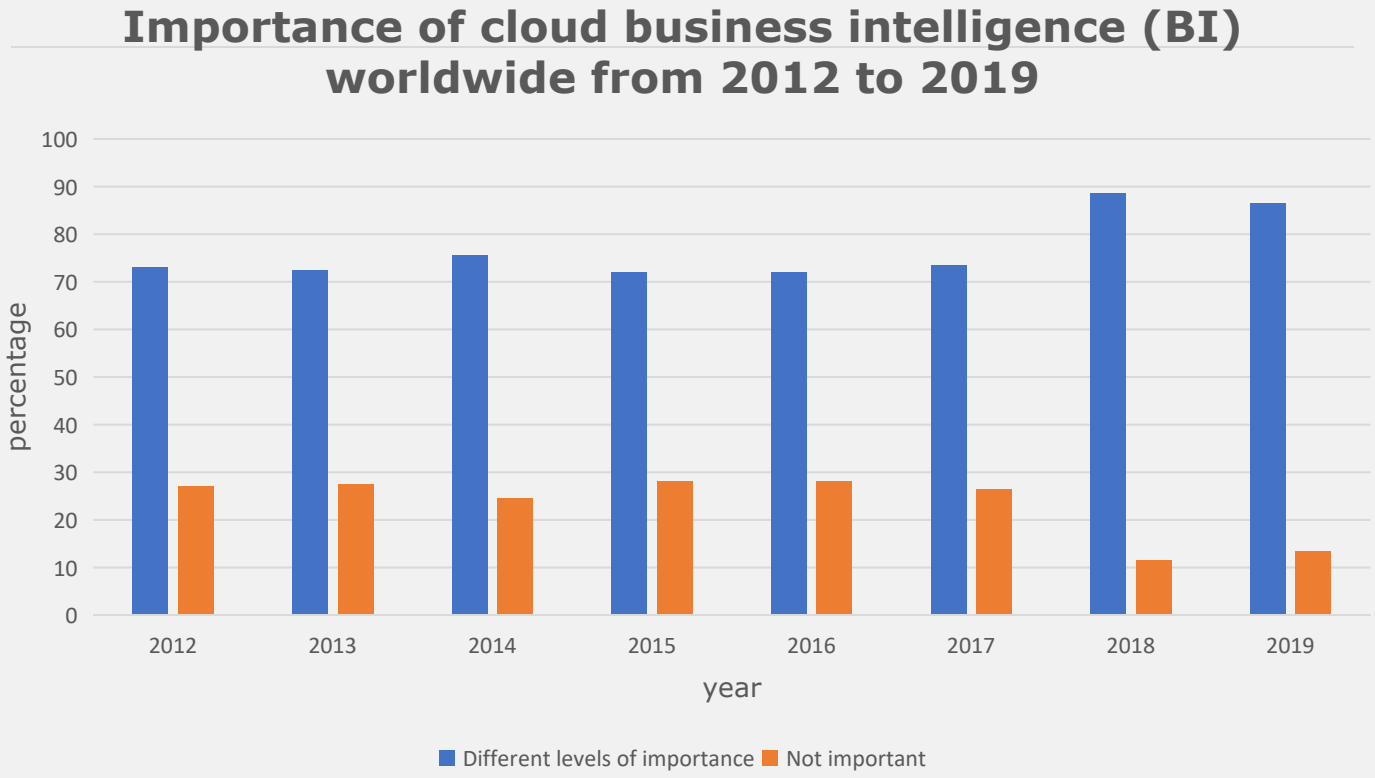
▲ From Google searches

- BI decrease

(trends.google.com, 2012)



Problem 1: lack of impact



(Statista Research Department, 2019)

Solution1: Data Science for Everyone

▲ Data scientist participant in decision making & executive accessible to the data (Işık, Jones and Sidorova, 2012)

+ **SCIENTIFIC**: Decision making scientific

- **LACK TALENT**: Hard to master both of them

Solution2 : Visualization

▲ Present data in visuals ways: figure

X Not excel

(Işık, Jones and Sidorova, 2012)

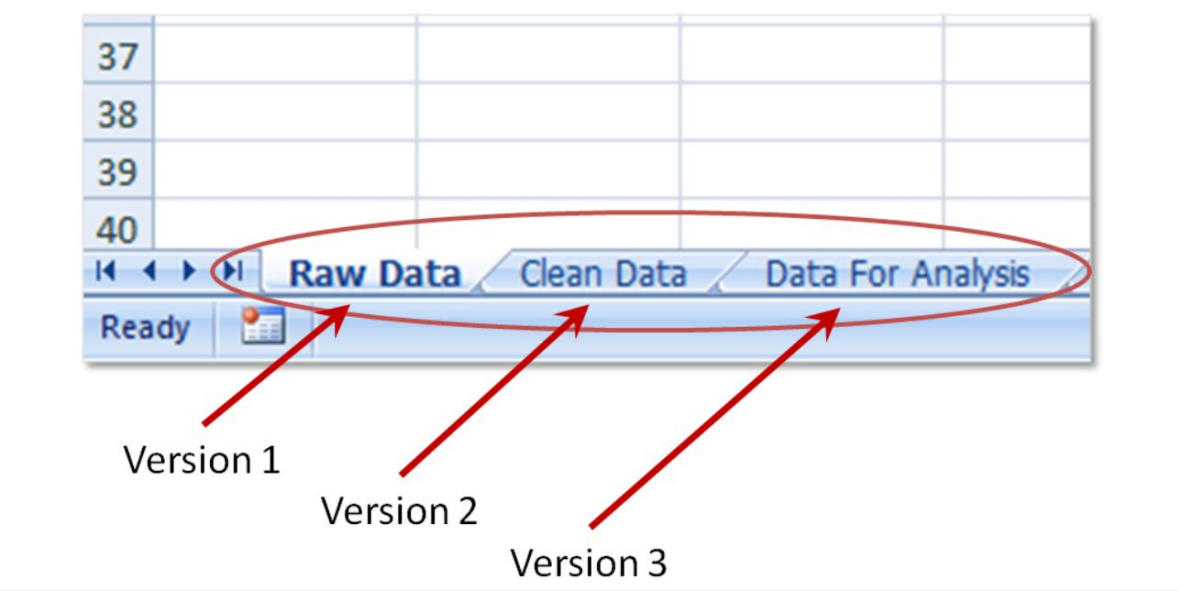
\+ **TRUST**: Data is more trustworthy

\- **COST**: Special tools | tableau- **too expensive !!!**

Problem 2: Unstructured data

▲ Data more than one source(picture, voice, text..) for Alibaba's business

▲ feature-> format(Corbitt,2003)



Solution 3 Clean data effectively

▲ Using mart BI remove unwanted observations (Greenwood, 2007; Ohlhorst, 2012)

▲ Packages in R and Python(Ganti and Das, 2013;Struhl, 2015)

+ **EASY**: follow the data clean task (Greenwood- Nimmo and Shields, 2017)

- **NEW DESIGN**: special toolkits

Solution 3 Clean data effectively

Conclusion

▲Concept of BI and low utilization

▲Two main problems:

- lack of impact

- unstructured data

▲Proposed solution

○ Data scientist participant in decision& executive accessible to the data

○ Visualization

○ Clean data effectively with smart BI

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Q&A
Thank you for listening

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