ASSIGNMENT 1 FRONT SHEET

Qualification	BTEC Level 5 HND Diploma in Computing		
Unit number and title	**Unit 14 : Business Intelligence**		
Submission date	13 - 05 - 2022	**Date Received 1st submission**	
Re-submission Date		**Date Received 2nd submission**	
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Student declaration I certify that the assignment submission is entirely my own work and I fully understand the consequences of plagiarism. I understand that making a false declaration is a form of malpractice.			
		Student' s signature	Duy

Grading grid

P1	P2	M1	M2	D1	D2

☐ **Summative Feedback:**		☐ **Resubmission Feedback:**
Grade:	**Assessor Signature:**	**Date:**
Lecturer Signature:		

Business Intelligence

Group: 4

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PART 01

Team member & Company

TEAM MEMBER

Nguyen Van Duy

Bui Thi Kieu Chinh

Tran Duc Khiem

Doan Anh Tu

Tran Minh Thanh

COMPANY INTRODUCTION

- *Netflix is a streaming service that delivers a wide variety of award-winning TV shows, movies, anime, documentaries, and more on thousands of Internet-connected devices.*
- *You can watch as much as you want, anytime you want, without a single ad – all for one low monthly price. There's always new content for you to discover and new TV shows and movies added every week!*

PART 02

Business Process

ACCOUNT CREATION PROCESS

Step 1: Users access the netflix website, then create an account.

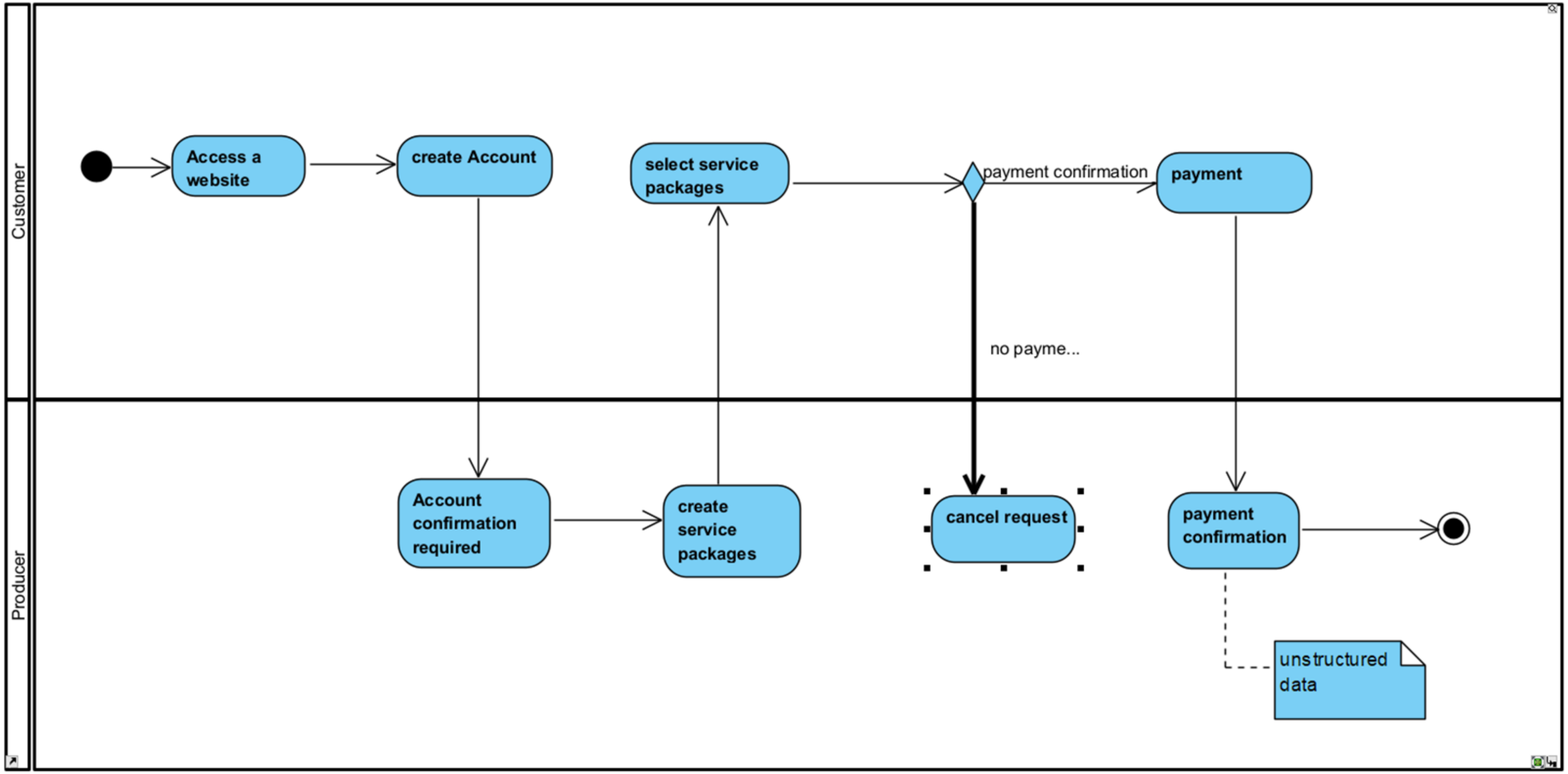
Step 2: After the user creates an account, there will be a notification asking for account confirmation sent to the manufacturer.

Step 3: When creating an account successfully, users will choose available service packages.

step 4: For confirmed request, user will proceed with payment step. For unconfirmed claims, the manufacturer will cancel the request.

Step 5: Confirm payment if the user pays successfully.

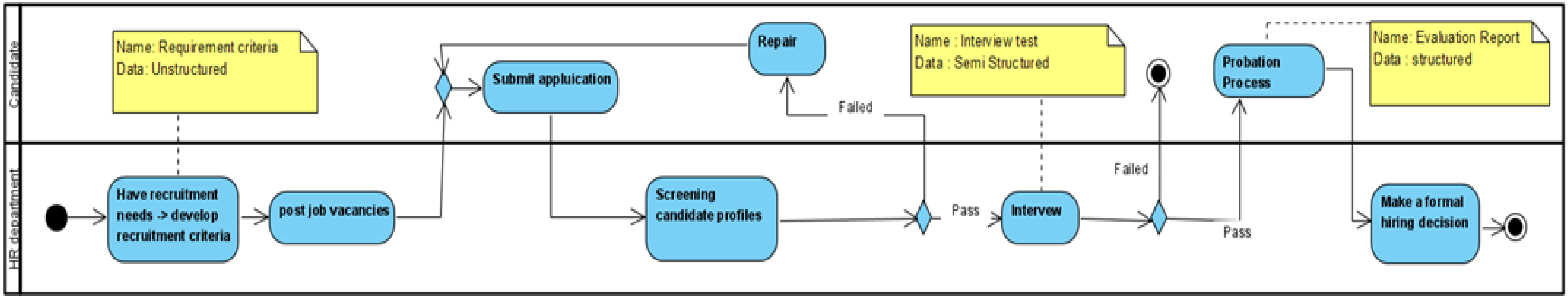
ACCOUNT CREATION PROCESS


Customer
Producer
Access a website
create Account
select service packages
payment confirmation
payment
no payme...
Account confirmation required
create service packages
cancel request
payment confirmation
unstructured data

RECRUITMENT PROCESS

- ☐ Step 1: Understand the position to be recruited by the business. Build recruitment criteria.
- ☐ Step 2: Post job vacancies.
- ☐ Step 3: Screening candidate profiles.
- ☐ Step 4: Conduct interviews, check candidates' qualifications -> If candidates are unsatisfactory, they will return to Screening candidates.
- ☐ Step 5: Probation process -> If the probationary candidate is unsatisfactory, they will Failed.
- ☐ Step 6: Make a formal hiring decision

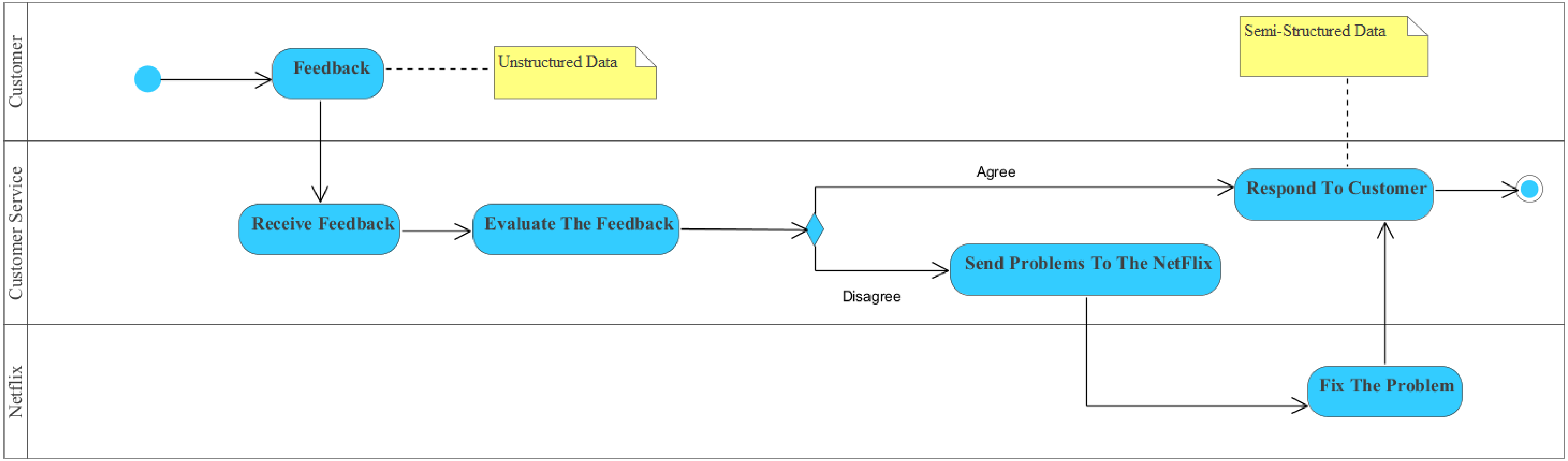
RECRUITMENT PROCESS


Candidate
HR department
Name: Requirement criteria
Data: Unstructured
Submit appluication
Repair
Failed
Name : Interview test
Data : Semi Structured
Probation Process
Name: Evaluation Report
Data : structured
Have recruitment needs -> develop recruitment criteria
post job vacancies
Screening candidate profiles
Pass
Interview
Failed
Pass
Make a formal hiring decision

HANDLE FEEDBACK FROM CUSTOMER PROCESS

- Step 1: Customer care will collect feedback from Users. There are many types of feedback so customer care needs to identify and evaluate feedback and find problems.
- Step 2: If the user's feedback is approved, the customer service department will forward the user's feedback to the company's superiors (Netflix). Then, Netflix will offer ways to maximize the problem that users encounter. Netflix will then go through customer service to send feedback emails to users.
- Step 3: If the feedback is not highly accurate or due to the user's mistake, customer service will respond to explain and include Netflix's decision about the user's feedback via email.

HANDLE FEEDBACK FROM CUSTOMER PROCESS


Customer
Customer Service
Netflix
Feedback
Unstructured Data
Semi-Structured Data
Receive Feedback
Evaluate The Feedback
Agree
Respond To Customer
Send Problems To The NetFlix
Disagree
Fix The Problem

PART 03

DATA TYPES LIST

DATA TYPES LIST

Structured

Structured data refers to any data that can be stored in a SQL database in the form of a table with rows and columns. Some processes allow you to store them in relational databases, but semi-structured data exists to save space, clarity, or computer.

Unstructured

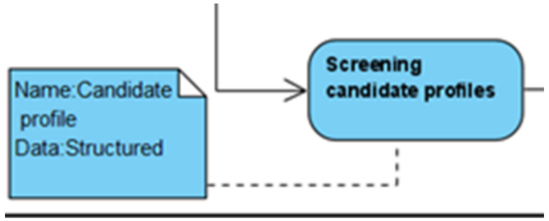
Unstructured data is everywhere. Most people and businesses revolve their existence on unstructured data. Just as with structured data, unstructured data is either generated by a computer or created by a human.

Semi-Structured

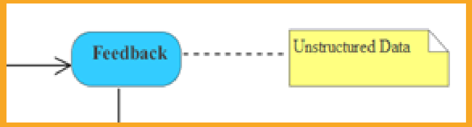
Semi-structured data is information that does not exist in a relational database but does have certain organizational features that allow it to be analyzed more easily.

DATA TYPES LIST

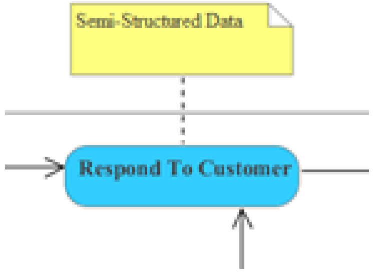
Structured


Name:Candidate profile Data:Structured
Screening candidate profiles

Unstructured


Feedback
Unstructured Data

Semi-Structured


Semi-Structured Data
Respond To Customer

PART 04

SOFTWARE LIST

SOFTWARE & TOOLS IN THE PROCESSES

CRM stands for "Customer Relationship Management". It is simple to understand that businesses manage interactions with customers thereby forming business relationships.

- A CRM software system helps manage customer information data as well as track the work of employees in the business. Depending on the needs of different businesses, the requirements for the CRM process change.
- For CRM, departments are closely linked with each other, all employees are connected to share visual data information quickly. Since then, the business's customer service service is also more effective.

ADVANTAGE

- It allows for the consolidation of customer data and the basis for deep insights.
- It speeds up the sales conversion process.
- It increases staff productivity, lowering time-cost.
- It allows geographically dispersed teams to collaborate effectively.
- Improves customer experience by allowing personalisation and improved query resolution.

DISADVANTAGE

- **Customer experience may worsen due to staff over-reliance on the system.**
- **Security and data protection issues with centralised data.**
- **The excess initial time and productivity cost at the implementation.**
- **Requires a process-driven sales organisation.**
- **CRM may not suit all businesses..**

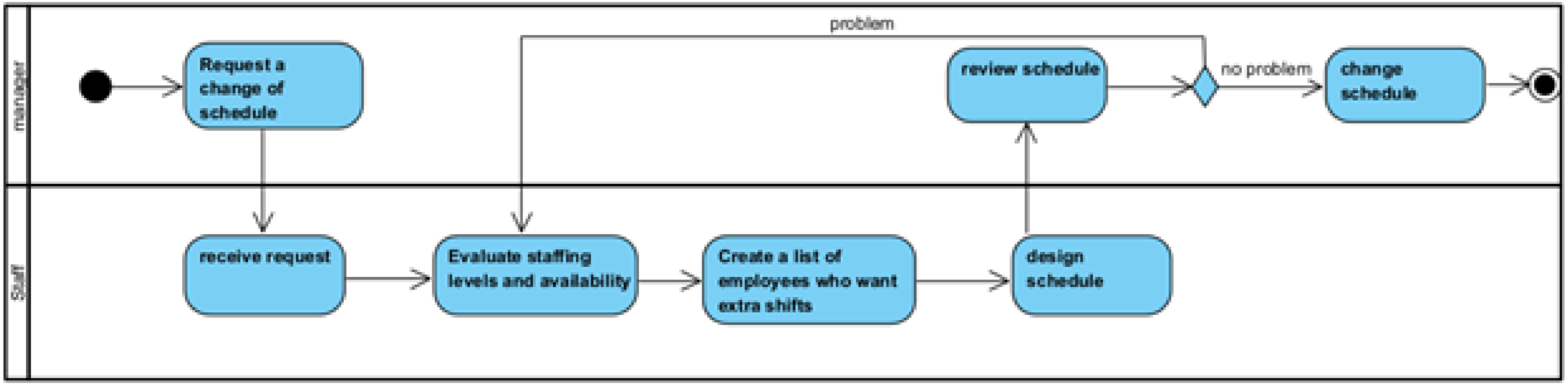
PART 05

COMPANY DECISION

OPERATIONAL DECISION

INTRODUCTION	**Relating to day-to-day operations in the company or having short-term effects. Operational managers include mid-level, supervisory, lower-level management and other employees make operational decisions. Example: Scheduling of staffs, training of specifics tasks, assigning work, …**
EXAMPLE	Management wants to make a decision to change the work schedule of some employees.

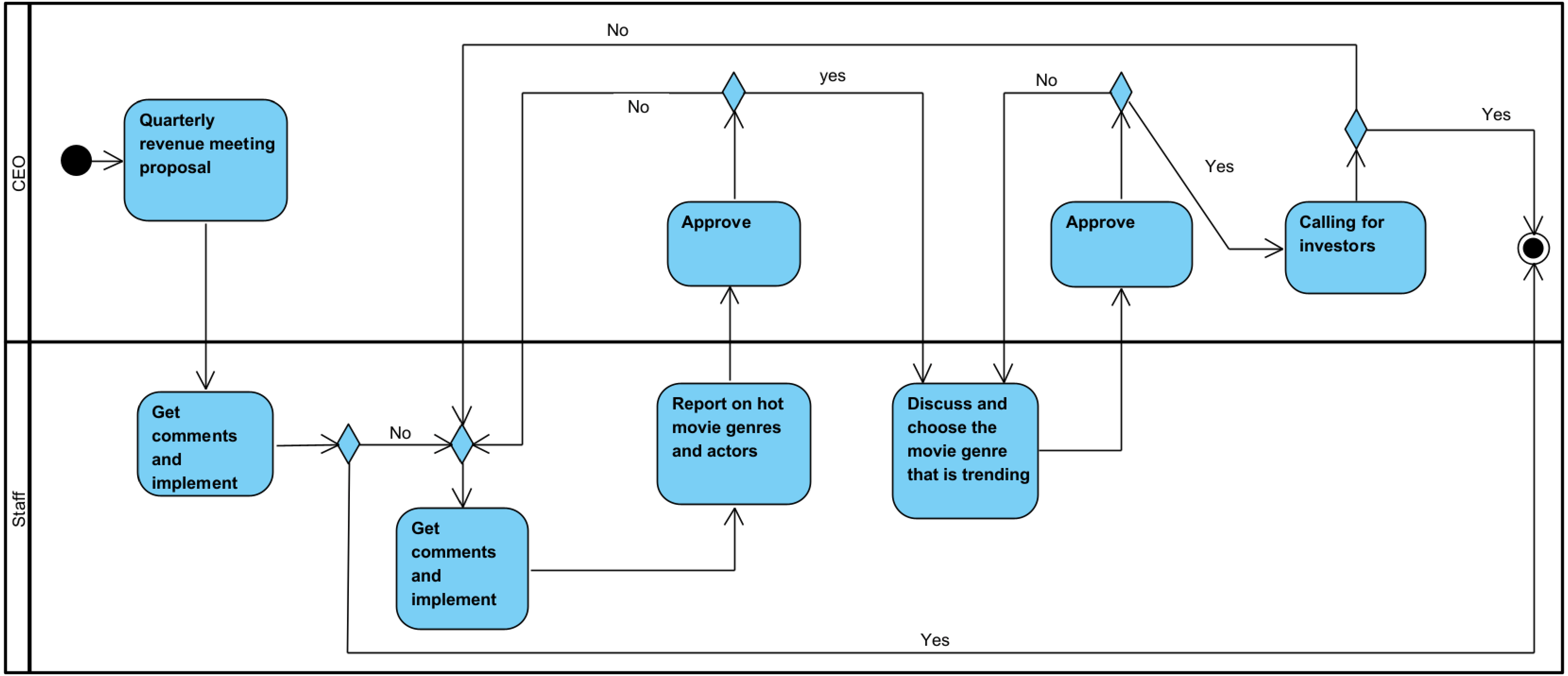
OPERATIONAL DECISION


manager
Staff
Request a change of schedule
receive request
Evaluate staffing levels and availability
Create a list of employees who want extra shifts
design schedule
review schedule
problem
no problem
change schedule

TACTICAL DECISION

INTRODUCTION	**Tactical decisions involve more detailed execution of plans, general strategy, and medium-term impact on the company. Officer and executives include CFO, CEO, COO and other top-lever management make tactical decisions. Example: Marketing strategy, large purchase with huge budget, ...**
EXAMPLE	New Movie Release Process In this process, there are 2 main components: CEO and Staff The CEO will first propose a quarterly revenue meeting, then will send this request to the Staff, then the Staff will receive the CEO's request and deploy, if all employees do not agree, they will discuss and make a proposal. new movie. The staff will then synthesize reports on hot movie genres and actors to submit to the CEO, in case the CEO does not approve, all employees will have to discuss and come up with another film plan. If you agree, the staff will discuss and choose the type of movie that is following the trend and then send the request to the CEO for the CEO to approve. Finally, the CEO will go to call for investors to get more money to build a complete movie.

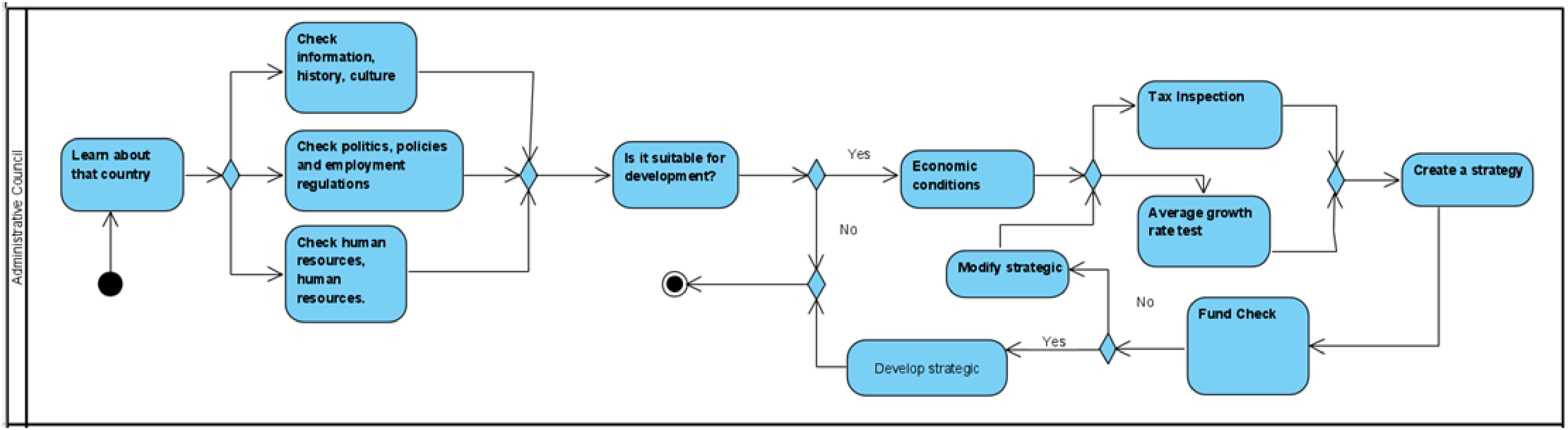
TACTICAL DECISION


CEO
Staff
Quarterly revenue meeting proposal
Get comments and implement
No
Get comments and implement
Report on hot movie genres and actors
Approve
No
yes
No
Discuss and choose the movie genre that is trending
Approve
No
Yes
Calling for investors
Yes
Yes

STRATEGIC DECISION

INTRODUCTION	**Strategic decisions relate to plans, decisions and strategies that impact long-term on the company. Usually strategic decisions are the vision of the leader for 5 - 10 years. A broad of directors make the strategic decision. Example: Change and elect the offices and executives in the company, annual budgets and audits, ...**
EXAMPLE	Here are steps of making a strategical decision: Step 1: Check for information, history, political issues, employment regulations, cultures of the country. Step 2: After learning about the country, the company will know more about the place they're targeting and find it suitable or not for the expanding campaign. Step 3: If they find it good for further plans, then, the company will research more about the economical conditions at the country. This will include this sub-steps: ❑ Economical conditions information. ❑ GDP of the country. ❑ Tax policies. Step 4: After that, they will decide for expanding. And deep dive into learning about funding. Step 5: In case the funding will be enough, the company will have final decision about expanding. Otherwise, they will modify the plan and try to research about the economical conditions again

STRATEGIC DECISION


Administrative Council
Learn about that country
Check information, history, culture
Check politics, policies and employment regulations
Check human resources, human resources.
Is it suitable for development?
Yes
No
Economic conditions
Tax Inspection
Average growth rate test
Create a strategy
Modify strategic
No
Fund Check
Yes
Develop strategic

EXAMPLE

- In 2014, my business is in the cosmetics business, the peak of retail sales 1 day 1 billion 2 we only focus on pushing marketing sales how to sell as many orders as possible, how customers use it, I don't care if I come back to buy it again and wear it - I don't care. At that time, selling to 1250 customers, the total revenue was only 572 million, of which single accounted for 87%, combo order was only 13% and almost the rate of returning old customers was only 7%. And one day. when our sales dropped because the brand started to gradually reduce the heat in the market, the only thing that kept increasing was the cost of system personnel. That was the motivation for us to decide to stop for a beat, look at the whole picture and build a CRM system into your business, with the hope of surpassing your business.
- When closely with the Sale brothers in each sale order, we discovered that there are many very effective upsell sales. So our scripting process requires and sets sales targets when selling acne products. forced to sell a combo of extra cleanser. Then analyze more deeply about the product use cycle, For example, acne usually has a 30-day usage cycle, and if proactively calls customers before they run out. then the Upsell rate increases significantly. Applying our crm to the automatic notification system for Sale when the customer is about to expire, please call and take care immediately.
- Along with 1,250 customers, but the sales reached 925 million, simply because at this time, singles only account for 40% and combos account for 60%. Not only that, with many reforms in the customer care system and KM programs for customers. For customers who have already purchased, the rate of customers returning to us after the first time has increased from 7% to 48%. 15% of our new customers come from referrals from old customers with no MKT cost. Thus building the system and making improvements to our total value per customer within 1 year worth. to 2 billion. The average value of a customer to a business is up to 1 million 6.

Thanks for watching!