

High-Level Design

Bank Marketing Analytics

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DOCUMENT CONTROL

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Abstract:

Technology is rapidly increasing now-a-days and applicable everywhere. One of the advanced features of Technology is Android operating systems. We all use it in our daily life.

Marketing data is **any information that is machine-readable and of benefit to marketing teams**. It is collected from public and private sources and helps with identifying ideal customers, crafting compelling content and building more effective campaigns.

Analyzing Marketing Data is the most crucial task for all the developing companies and communities. We find the most crucial parameters for applications which are used by Bank Marketing Department

Through this analysis developers & business domain experts, Managers, Product Managers come to know what factors play a major role while developing an application.

1. Introduction

1.1 What is a High-Level design document?

The purpose of this High-Level Design (HLD) Document is to add the necessary detail to the current project description to represent a suitable model for coding. This document is also intended to help detect contradictions prior to coding, and can be used as a reference manual for how the modules interact at a high level.

The HLD will:

- Present all of the design aspects and define them in detail
- Describe the user interface being implemented
- Describe the hardware and software interfaces
- Describe the performance requirements
- Include design features and the architecture of the project
- List and describe the non-functional attributes like:
 - o Security
 - o Reliability
 - o Maintainability
 - o Portability
 - o Reusability
 - o Application compatibility
 - o Resource utilization
 - o Serviceability

1.2 Scope

The HLD documentation presents the structure of the system, such as the database architecture, application architecture (layers), application flow (Navigation), and technology architecture. The HLD uses non-technical to mildly-technical terms which should be understandable to the administrators of the system.

2. General Description

2.1 Product Perspective & Problem Statement

Marketing data is **any information that is machine-readable and of benefit to marketing teams**. It is collected from public and private sources and helps with identifying ideal customers, crafting compelling content and building more effective campaigns.

Analyzing Marketing Data is the most crucial task for all the developing companies and communities. We find the most crucial parameters for applications which are used by Bank Marketing Department

Things to be done: • Do ETL Operations - Extract-Transform-Load the dataset and find for me some information from this large data. This is form of data mining. What all information can be achieved by mining this data, would be brainstormed by the interns. • Find key metrics and factors and show the meaningful relationships between attributes. • Do your own research and come up with your findings.

2.2 Tools used

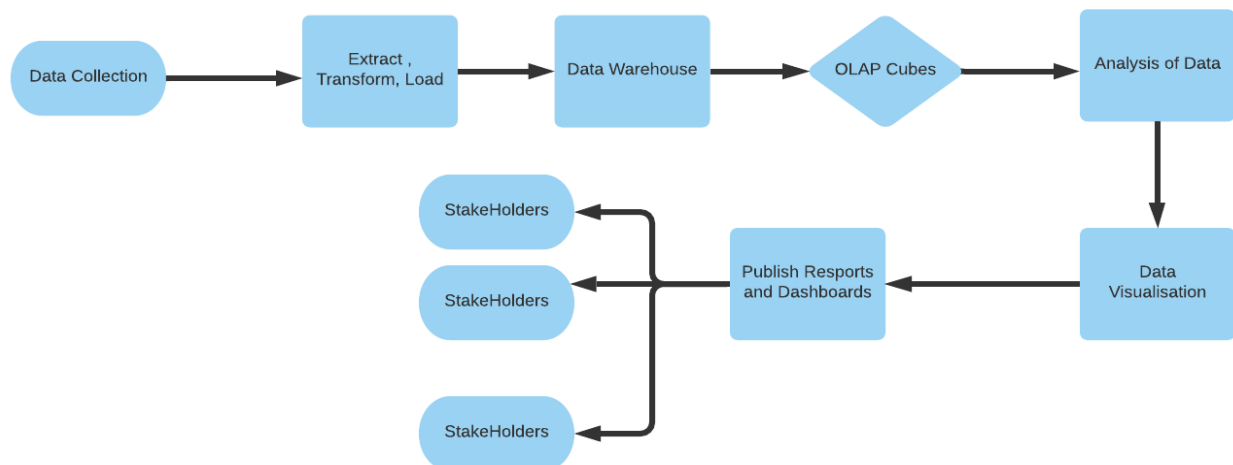
Business Intelligence tools and libraries works such as Numpy, Pandas, Excel, R, Tableau, Power BI are used to build the whole framework.

3 Design Details

3.1 Functional Architecture



Business Intelligence Architecture:



3.2 Optimization

Your data strategy drives performance

- Minimize the number of fields
- Minimize the number of records
- Optimize extracts to speed up future queries by materializing calculations, removing columns and the use of accelerated views

Reduce the marks (data points) in your view

- Practice guided analytics. There's no need to fit everything you plan to show in a single view. Compile related views and connect them with action filters to travel from overview to highly-granular views at the speed of thought.
- Remove unneeded dimensions from the detail shelf.
- Explore. Try displaying your data in different types of views.

Limit your filters by number and type

- Reduce the number of filters in use. Excessive filters on a view will create a more complex query, which takes longer to return results. Double-check your filters and remove any that aren't necessary.
- Use an include filter. Exclude filters load the entire domain of a dimension, while include filters do not. An include filter runs much faster than an exclude filter, especially for dimensions with many members.
- Use a continuous date filter. Continuous date filters (relative and range-of-date filters) can take advantage of the indexing properties in your database and are faster than discrete date filters.
- Use Boolean or numeric filters. Computers process integers and Booleans (t/f) much

faster than strings.

- Use parameters and action filters. These reduce the query load (and work across data sources).

Optimize and materialize your calculations

- Perform calculations in the database
- Reduce the number of nested calculations.
- Reduce the granularity of LOD or table calculations in the view. The more granular the calculation, the longer it takes.
 - o LODs - Look at the number of unique dimension members in the calculation.
 - o Table Calculations - the more marks in the view, the longer it will take to calculate.
- Where possible, use MIN or MAX instead of AVG. AVG requires more processing than MIN or MAX. Often rows will be duplicated and display the same result with MIN, MAX, or AVG.
- Make groups with calculations. Like include filters, calculated groups load only named members of the domain, whereas Tableau's group function loads the entire domain.
- Use Booleans or numeric calculations instead of string calculations. Computers can process integers and Booleans (t/f) much faster than strings.
Boolean>Int>Float>Date>DateTime>String

4 KPIs

Dashboards will be implemented to display and indicate certain KPIs and relevant indicators for the disease. As and when, the system starts to capture the historical/periodic data for a user, the dashboards will be included to display charts over time with progress on various indicators or factors



Deployment

Prioritizing data and analytics couldn't come at a better time. Your company, no matter what size, is already collecting data and most likely analyzing just a portion of it to solve business problems, gain competitive advantages, and drive enterprise transformation. With the explosive growth of enterprise data, database technologies, and the high demand for analytical skills, today's most effective IT organizations have shifted their focus to enabling self-service by deploying and operating Power BI at scale, as well as organizing, orchestrating, and unifying disparate sources of data for business users and experts alike to author and consume content.

Power BI Service:

1. The most common option which provides full reporting solution hosted online.
2. Data is either from the on premises corporate applications or it might be born in cloud. It can even mix of these two.
3. Data preparation and report creation occurs in Power BI Desktop or excel.
4. Completed Power BI reports are then published to Power BI service.
5. Report consumption, sharing, security, collaboration, data refresh happens in Power BI service.
6. Dashboards are created in Power BI service and reports can also be edited or created in Power BI service.

Power BI Report Server:

1. This is an on-premises solution like the online service but allowing you to manage Power BI yourself, a common scenario for customers with strict security requirements.
2. This is beneficial to customers with existing SQL Server report services implementation may elect to migrate an SSRS server to become a Power BI report server with existing report types.
3. This migration is a one-way, irreversible, migration and you purchase this via SQL Server Enterprise Software Assurance.

Power BI Embedded:

1. This is in which PowerBI Service is embedded to a website via an API.
2. An embed code is generated by Power BI service for selected reports and this code can be embedded in the web page of the website.