

Design Thinking for BI

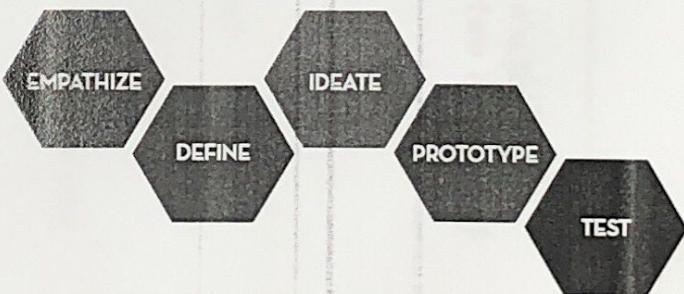
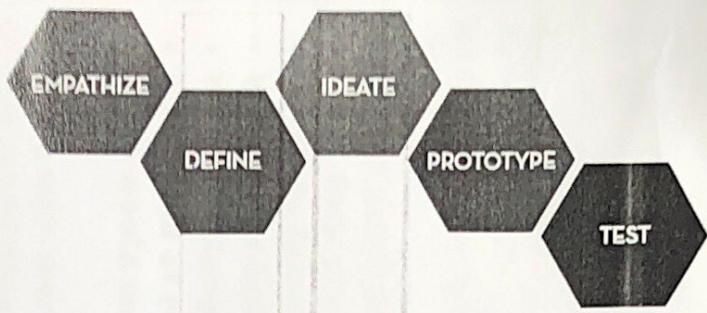
Team Members and Roles

Zain Shaijeel

Abdullah Khalid

Hussain

Damar Raza



BI DESIGN SPRINT - EMPATHIZE

Design
Thinking
for BI

For this design sprint, AI will act as your domain expert.

AI prompt example:

Act as a [job role] working in [industry or domain]. I'm a student working on a Business Intelligence project, and I want to understand your needs. Can I ask you a few questions?

Interview questions examples:

- What does your everyday looks like?
- What decisions do you make regularly in your role?
- What information or data do you usually rely on?
- What challenges do you face when trying to make data-driven decisions?
- What kind of reports or dashboards are most helpful to you?
- What would make your job easier from a BI or analytics perspective?

Come up with more questions and jet them down. Make sure to keep the chat safe as you will be submitting it.

- What tools do you use to make your job easier?
- How do you manage your teammates?

- How does your decision making process work? Who do you involve in your decisions?

BI DESIGN SPRINT - DEFINE

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So what's the business problem?

"[Stakeholder], a [role] from [company], needs a way to [need] because [insight]. Fulfilling this need will help the organization [business impact]."

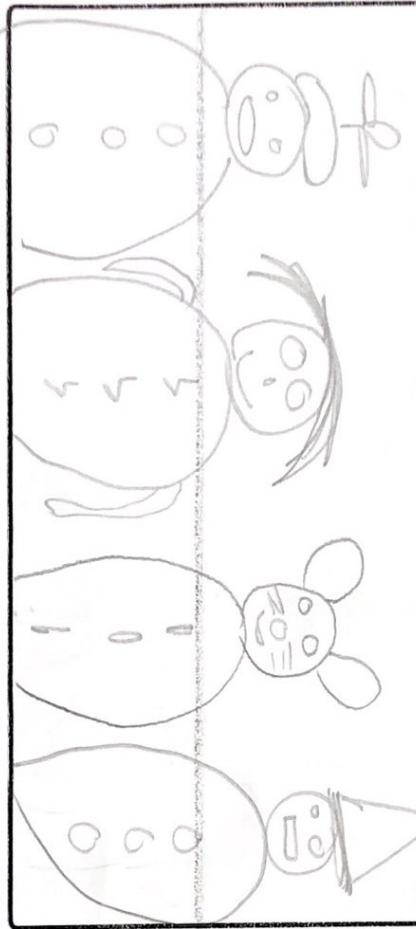
Zain, a hotel manager from Marriot , needs a way to predict number of customers to smooth out hotel operations. Fulfilling this need will help the organization make planning for customers more efficient .

How might we... (1 or 2 statements - Focus on a clear BI problem)

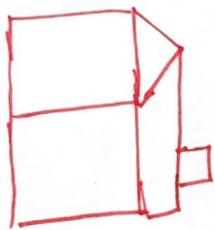
How might we help Zain use historical check ins and customer (guest) information to maximize the use of our rooms on holidays or weekends or regular weekdays

YOUR BI TEAM

Create a doodle of your team - be creative!



Hotel Booking Demand



What's your dataset?

market
distribution_channel
date
deposit
company

Potential Dimensions

children
babies
adults
stays_in
week_nights
week_ends

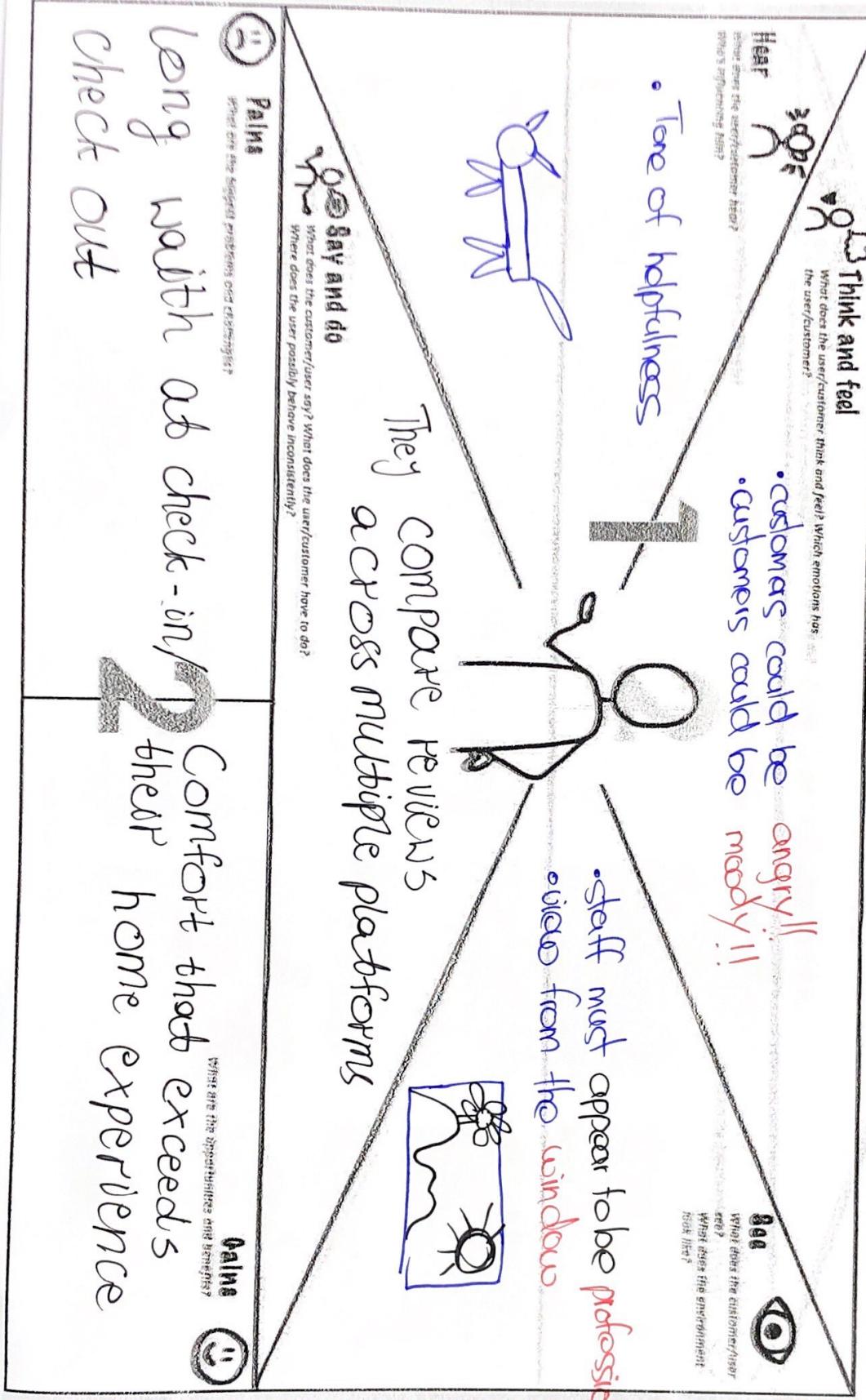
Potential Facts

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for BI

B1 DESIGN SPRINT - EMPATHIZE

Know Your Manager - Empathy Map

Design Thinking
for BI



BI DESIGN SPRINT - IDEATE

TEAM MEMBER 3 NAME

Damar Raza

Come up with as many ideas. One idea per sticky note.

Use data to predict what day is a holiday

Use data to see increase in booking in June-July

Which company gives most vacations

A ribbon chart to visualize increase in bookings

A radar chart

How many recurring guests

Cancellation visualized

Length of stay

No judgement - Go for volume - Be creative

Design Thinking for BI

BI DESIGN SPRINT - IDEATE

Design Thinking
for BI

Crazy 4s - Sketch ideas that might be a BI solution
Each member will create this individually.

Radar Chart

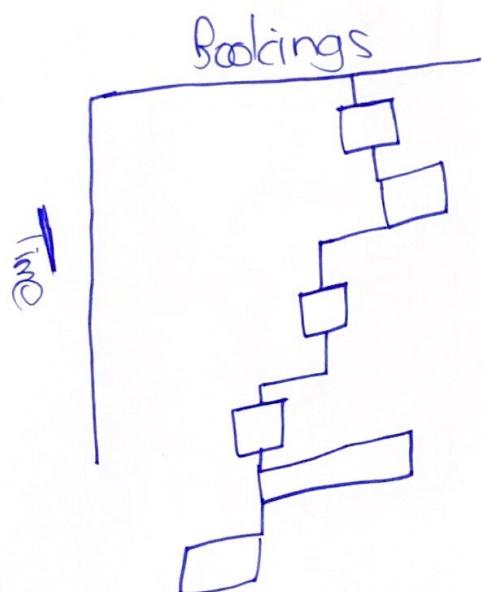
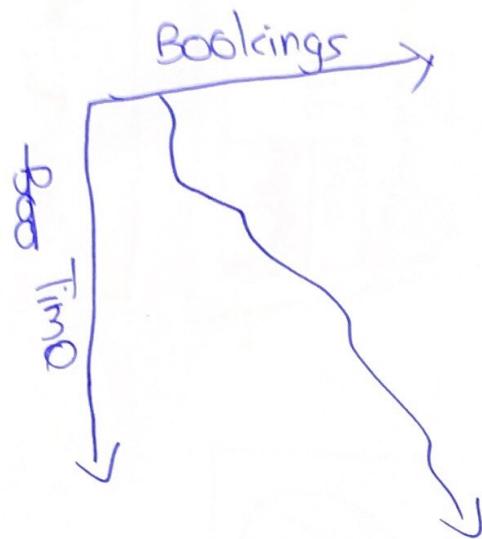


Current guests =
Rooms Available =

Rooms Occupied

Team member
Name

Danar
Raza



3

2

1

BI DESIGN SPRINT - IDEATE

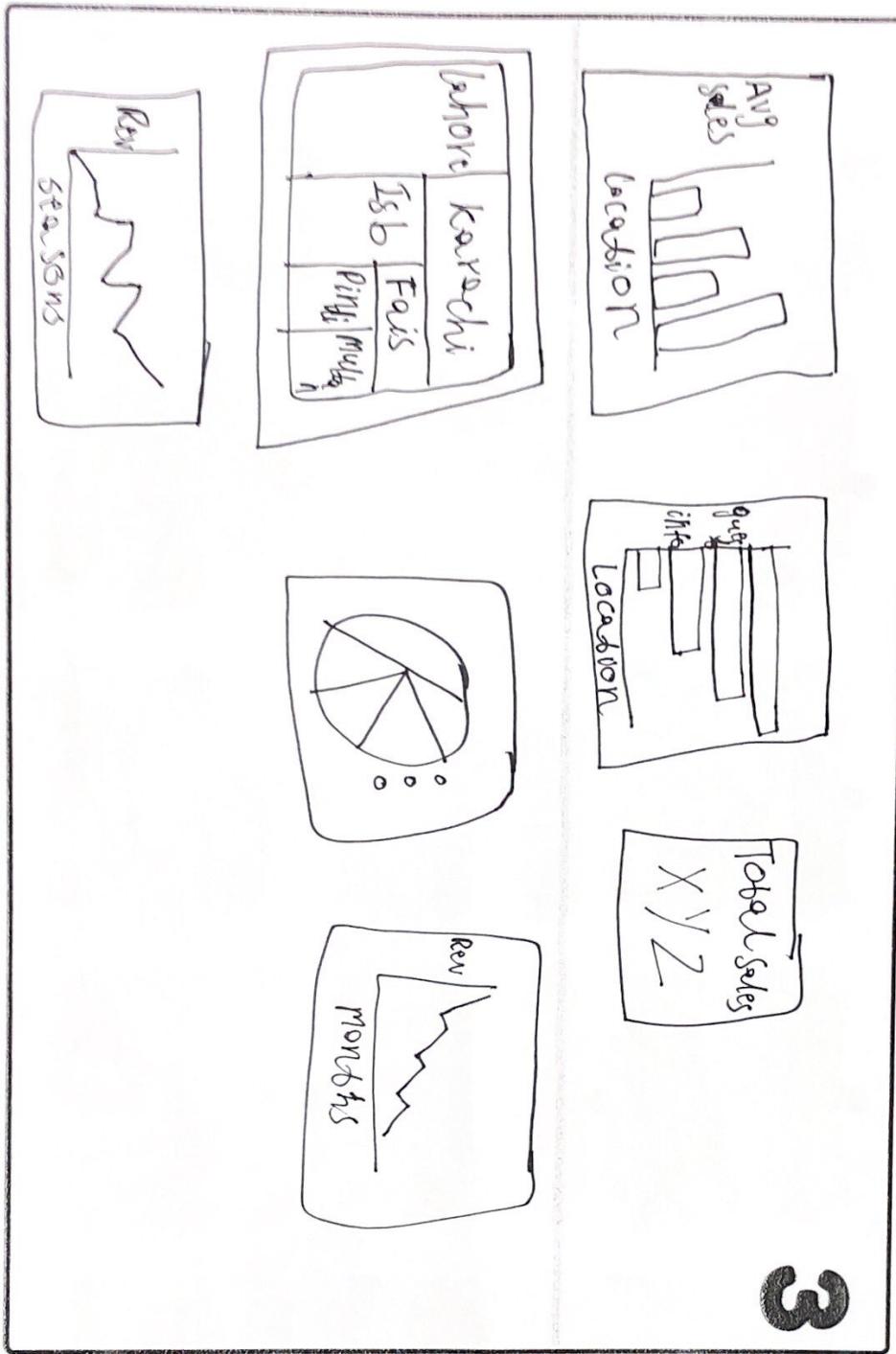
Design
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Crazy 4s - Sketch ideas that might be a BI solution
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3

Team member
Name

Zain
Sharieef



4

2

1

BI DESIGN SPRINT - IDEATE

TEAM MEMBER 4 NAME

Zain Sharjeel

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Come up with as many ideas. One idea per sticky note.

Average sales
per month

From which
location
most people
come

In which
season
we are
busiest

Once the
guest leaves
does he come
back

Revenue
optimization

Operational
efficiency

Booking
channel
performance

No judgement - Go for volume - Be creative

BI DESIGN SPRINT - IDEATE

TEAM MEMBER 1 NAME

Syed Muhammad Hussain - 26992

Design
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Come up with as many ideas. One idea per sticky note.

Line graph
for bookings
over time

Bar chart
for bookings
of different
branches

Subvised
graph
of books,
children,
babies

Bar line graph
of bookings
over time

Bar column
for type

Booking
of stay
pattern
explanatory

Waiting
1.3.1
analysis

4
ideas

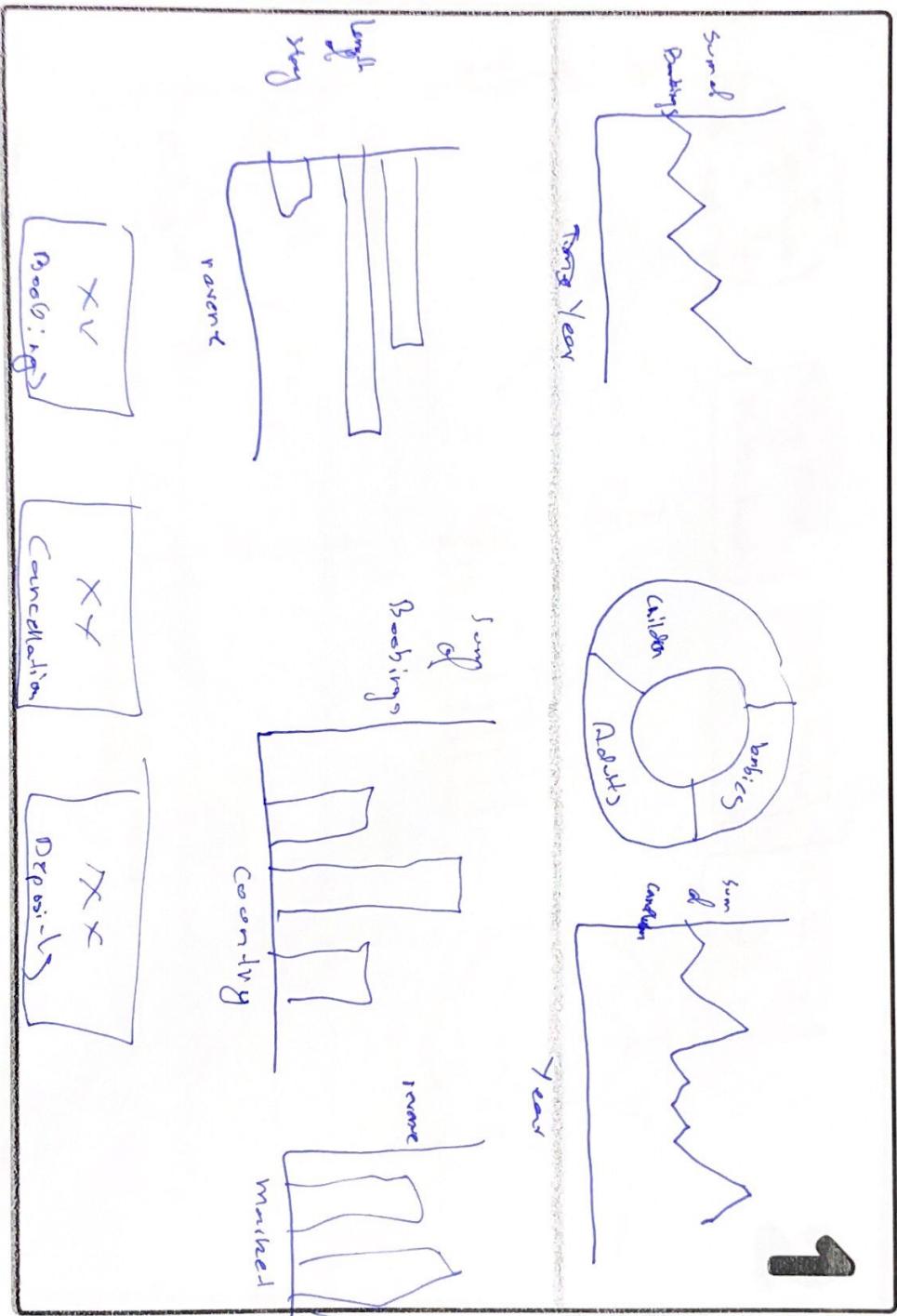
No judgement - Go for volume - Be creative

B | DESIGN SPRINT - IDEATE

Crazy 4s - Sketch ideas that might be a BI solution
Each member will create this individually.

Design Thinking for BI

Team member	Name
Syed Muhammad Husain	Rasheed



15

6

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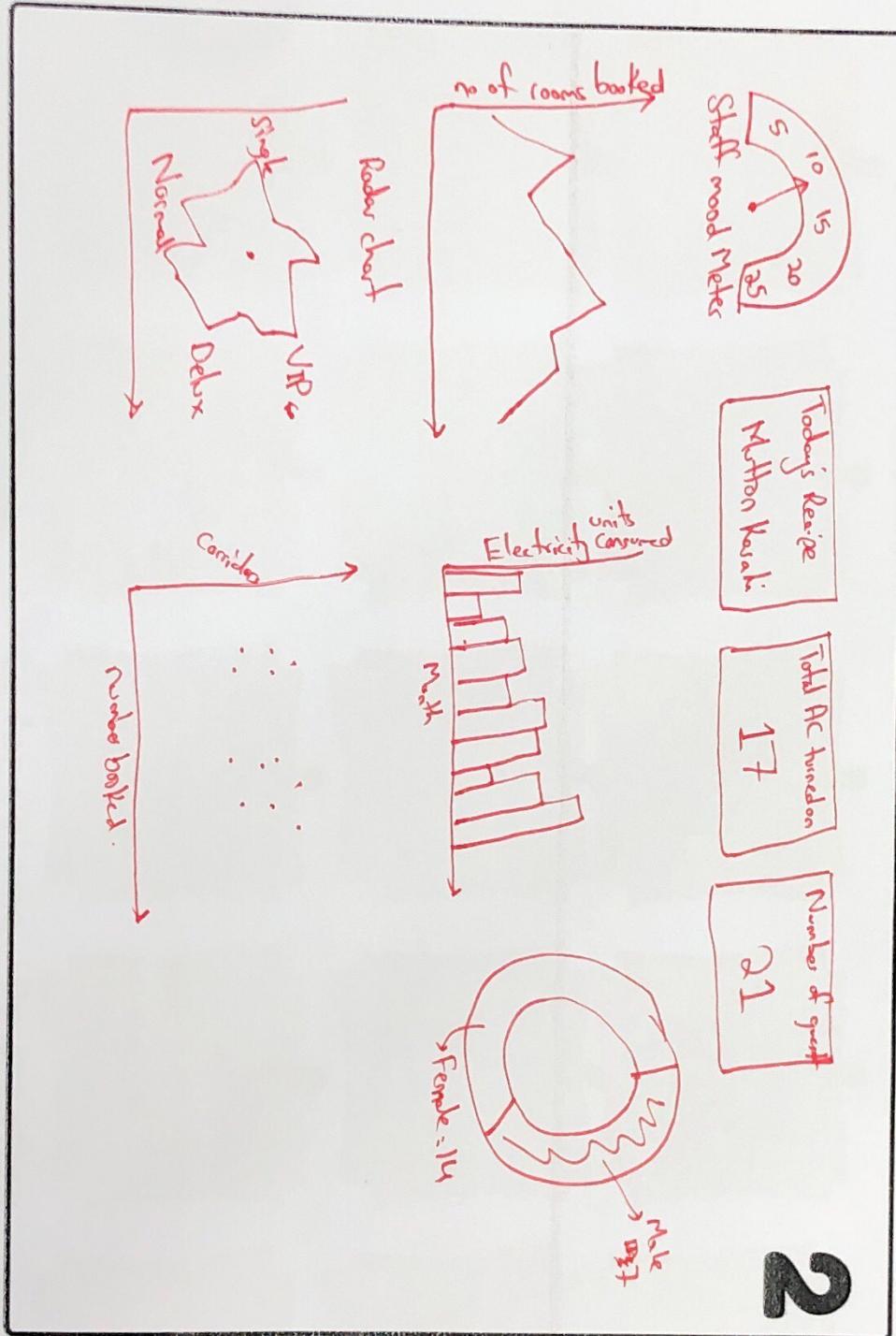
BI DESIGN SPRINT - IDEATE

Design
Thinking
for BI

Crazy 4s - Sketch ideas that might be a BI solution
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2

Team member
Name
Abdullah Khalid



4

3

1

BI DESIGN SPRINT - IDEATE

TEAM MEMBER 2 NAME

ABDULLAH KHALID

Come up with as many ideas. One idea per sticky note.

Dynamic

Wechat or
whatapp
bookings bot

Review posted
online

Score card for

staff room

1

AT recipe
chef

Ghast
com
funder

fake review
hunter

Automatic
Gom
Hemostat

Influences
tracker system

No judgement - Go for volume - Be creative

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Thinking
für BI

BI DESIGN SPRINT - PROTOTYPE

Design
Thinking
Part B

Choose your favourite idea from the Crazy 4s. Make it as a group!

BI DESIGN SPRINT - TEST

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for BI

Upload the prototype picture & ask your AI expert for feedback!

- Is rough
- Focus on actionable insights
- + Clean charts
- + Consolidates critical data
- + Good variety of charts

What can you improve? Reflect as a team!

- More charts
- Proper labelling
- More color