Term Deposit

Description

A leading bank in the country has approached you to assist their executive management in analyzing their current business processes and expand their operations by discovering new opportunities. The executives have decided that the first deliverable should focus on the bank's term deposit system in order to ensure good ongoing business processes.

The marketing department wants to analyze the behavior of customers who invest in term deposits. They want to know the demographic profile of customers, their investment amount, the duration of their investment, the interest rate they are offered, and how often they roll over their term deposits.

The finance team is interested in analyzing the profitability of the term deposit system. They want to know the cost of funds, the interest expense, and the net interest margin. They also want to analyze the impact of changes in interest rates on the profitability of the term deposit system.

Your analysis shall also include the customer interaction process, which includes opening a term deposit account, depositing funds, and withdrawing funds. The bank's customer care team interacts with customers to handle inquiries, complaints, and feedback.

The analysis should include the interaction type and problem severity (if any issue exists) for each customer interaction. In addition, the bank wants to analyze the channel of interaction, such as online, phone, or in-person.

Project Requirements

1. Identify Bus matrix for your business processes against common dimensions

2. State the dimensional modeling process for each business process

3. Using any diagramming tool you like, construct a logical data model for this case study. Output should be an image or PDF.

State why did you choose this particular data model design? What does the data represent? (Details about each model component is necessary).

4. Translate the logical data model to a physical data model which includes the following: tables and columns (name, data type) Output should be a Word or Excel file.

5. Create the table in oracle/mysql DBMS and populate sample data to be used in your queries.

6. Construct a sample of SQL queries (5 – 8 queries) using your physical model design which can be used to answer possible questions by the decision maker as described in the case-study above. List the business question with each query. Output should be a Word file

7. A report of maximum 2 pages is required to elaborate different types of indexes used in Data warehousing and their usage.