

Assignment 3

(Group)

Total mark: 30 - Contribution to the final mark: 30%

Your mission in the Module 3 project is to develop business analytics proposals and specific requirements for a business intelligence/analytics solution at BanhMi2U, i.e. your client from Modules 1 and 2.

Case Study: BanhMi2U - from Module 1, Assignment 1 project.

BanhMi2U is a chain of over twenty Vietnamese bread shops in the CBD and around Melbourne. “Banh Mi” is a popular Vietnamese baguette roll stuffed with butter, pâté and a range of fillings (for example crispy pork, crispy chicken, roast pork belly, and tofu), and topped with herbs, cucumber slices, and pickled veggies. BanhMi2U is owned and managed by a young couple, Mr. Ken Tran and Mrs. Katie Lancaster. In addition to bread rolls, they also offer other Asian cuisines such as different types of dumplings and rice paper rolls.

BanhMi2U has a simple website and a Facebook business page to list their shops’ locations, menu, food photos, and contact details, as well as interacting with their customers. In addition, they also advertise their foods via Yelp. They have a small technology team to manage the information and interaction through their website, Facebook and Yelp pages. They receive an increasing number of food delivery orders from local customers. They have a good number of reliable food delivery drivers.

Recently, Mr. Ken Tran and Mrs. Katie Lancaster have purchased a chain of eight bread shops and restaurants. Therefore, they are reviewing all their foods, services, and business operations. They are aware of an increasing competition in the foodservice industry and appreciate the need to invest in technology. Mr. Anuj Pandya has been appointed as their Head of Technology to assist BanhMi2U in managing their business growth and technology investment.

BanhMi2U is keen to explore possibilities of using technology for customer engagement, customer loyalty and retention, food ordering and delivery tracking mobile apps, order inventory management software, social media, and so on. Particularly, Mr. Anuj Pandya is interested in expanding their food delivery services, either through using an existing platform such as Menulog, Uber Eats and Deliveroo, or developing their own mobile app. Regardless of which app to use, BanhMi2U would like to maintain and grow their customer base, as well as developing a good understanding of their customer food purchasing behaviours. In Module 1, Mr Anuj Pandya invited you and your team to explore possibilities and implications.

Assignment 3 Project

As you can see by now, BanhMi2U has chosen to pursue a digital platform to gain competitive advantages through new digital channels and services to sell and deliver their foods, improve customer experience and relationship management, and coordinate their business activities with meal couriers (i.e. drivers) and suppliers. They also plan to build a partnership network with other restaurants who wish to participate in their digital platform for food delivery services.

Ken Tran and Katie Lancaster understand that a good understanding of their customers and their needs and behaviours is critical in building positive relationships with them, personalising food selection and delivery options, decreasing costs of retaining existing customers and attracting new ones, and thus increasing profitability. Anuj Pandya also advocates for potential benefits of big data and business analytics for marketing, sales and customer relationship management. It appears that Ken, Katie and Anuij share the same view. BanhMi2U should explore and unlock the potential of the customer data, transaction data that they capture and store through their digital platform, and their website, Facebook and Yelp pages. They are aware that some of their competitors may also explore business analytics.

Problem Statement and Project Objective

BanhMi2U launched their digital platform with three mobile apps developed subsequently to the Module 2 Project. Since then they have received a good number of orders and customer registrations, although it is not as many as expected.

You are required to undertake relevant research related to online food ordering and delivery, investigate possible affecting factors and data sources, and develop cost-effective analytics solution proposals.

Typical business questions include:

- Who is using the online ordering app? Why/ What time/ and What are their characteristics?
- What foods (or restaurants) are popular among the different groups of customers including online customers, dine in patrons and take away customers?
- How do customers rate/review BanhMi2U foods, delivery services, and different restaurants in terms of quality, time and cost?
- Do customers share their experience with others? With whom?

Your tasks include:

- Part 1: in week 8, develop an opportunity matrix based on the provided background to assist BanhMi2U to create value from data analytics. Three business analytics proposals are required.
- Part 2: in week 9, select one of the business analytics proposals and develop user stories based on the selected proposal and the provided background.

- Part 3: in week 10, develop INVEST notes and prioritise user stories based on the selected proposal and the provided background.

		Not attempted	Needs improvement	Satisfactory	Good	Very good	Exceptional
Part 1 (6 marks)	Business Analytics Proposal 1, ULO3, GLO1, GLO 2, GLO5	0 points	0.8 points	1.1 points	1.3 points	1.5 points	2 points
		Very vague and Incomprehensible model.	Some elements of the business proposal are mentioned.	All elements of the business proposal are included. A valid analytics model is presented but some details are not clearly presented.	All elements of the business proposal are clearly and sufficiently described. The analytics model is linked properly to other elements of the proposal.	All elements of the business proposal are clearly and sufficiently described. The analytics model is well justified and linked properly to other elements of the proposal. The required data details (kinds and sources of data) for the analytics model are relevant and articulated correctly.	Meeting the Very good requirements. Excellent presentation of all elements of the business proposal and the analytics model attributes. Convincing and addressing the management audience.
	Business Analytics Proposal 2, ULO3, GLO1, GLO 2, GLO5	0 points	0.8 points	1.1 points	1.3 points	1.5 points	2 points
		Very vague and Incomprehensible model.	Some elements of the business proposal are mentioned.	All elements of the business proposal are included. A valid analytics model is presented but some details are not clearly presented.	All elements of the business proposal are clearly and sufficiently described. The analytics model is linked properly to other elements of the proposal.	All elements of the business proposal are clearly and sufficiently described. The analytics model is well justified and linked properly to other elements of the proposal. The required data details (kinds and sources of data) for the analytics model are relevant and articulated correctly.	Meeting the Very good requirements. Excellent presentation of all elements of the business proposal and the analytics model attributes. Convincing and addressing the management audience.
	Business Analytics Proposal 3, ULO3, GLO1, GLO 2, GLO5	0 points	0.8 points	1.1 points	1.3 points	1.5 points	2 points
		Very vague and incomprehensible model.	Some elements of the business proposal are mentioned.	All elements of the business proposal are included. A valid analytics model is presented but some details are not clearly presented.	All elements of the business proposal are clearly and sufficiently described. The analytics model is linked properly to other elements of the proposal.	All elements of the business proposal are clearly and sufficiently described. The analytics model is well justified and linked properly to other elements of the proposal. The required data details (kinds and sources of data) for the analytics model are relevant and articulated correctly.	Meeting the Very good requirements. Excellent presentation of all elements of the business proposal and the analytics model attributes. Convincing and addressing the management audience.

		Not attempted	Needs improvement	Satisfactory	Good	Very good	Exceptional
Part 2 (6 marks)	User stories, ULO3, GLO1, GLO2, GLO5	0 points	2.4 points	3.3 points	3.9 points	4.5 points	6 points
		User Stories make no sense. They have not been included in the specification.	Serious problems with the format, clarity and description of user stories.	The description of the 8 User Stories are properly expressed, logical, and linked to the selected Business Proposal elements.	The description of the 8 User Stories are properly expressed, logical, and linked to the selected Business Proposal elements. User Stories are categorised into Epics and Themes.	8 important User Stories are properly provided, logical, clearly linked to all elements of the selected Business Proposal, and with proper naming. User Stories are categorised into Epics and Themes. Types of user, goals and reasons are logically linked to the selected Business Proposal elements, Epics and Themes.	Meeting the Very good requirements. Excellent presentation of meaningful Epics and Themes. Convincing and addressing the Agile team.
Part 3 (8 marks)	User story 1, ULO3, GLO1, GLO2, GLO5	0 points	0.6 points	0.8 points	1 point	1.1 points	1.5 points
		Very vague and Incomprehensible analysis.	Serious problems with clarity and using INVEST criteria.	Some of the criteria are correctly applied for the analysis.	All criteria are correctly applied for the evaluation of the selected user stories. But there are some inconsistencies.	Correct application of INVEST criteria for the evaluation of the selected user stories. Consistency between all analyses. Suggestions to improve user stories are included.	Correct application of INVEST criteria for the evaluation of the selected user stories. Excellent presentation of the selected user stories based on the INVEST criteria. Clear justification, convincing and addressing the Agile team. Suggestions to improve user stories are clear and convincing.
	User story 2, ULO3, GLO1, GLO2, GLO5	0 points	0.6 points	0.8 points	1 point	1.1 points	1.5 points
		Very vague and Incomprehensible analysis.	Serious problems with clarity and using INVEST criteria.	Some of the criteria are correctly applied for the analysis.	All criteria are correctly applied for the evaluation of the selected user stories. But there are some inconsistencies.	Correct application of INVEST criteria for the evaluation of the selected user stories. Consistency between all analyses. Suggestions to improve user stories are included.	Correct application of INVEST criteria for the evaluation of the selected user stories. Excellent presentation of the selected user stories based on the INVEST criteria. Clear justification, convincing and addressing the Agile team. Suggestions to improve user stories are clear and convincing.

	User story 3, ULO3, GLO1, GLO 2, GLO5	0 points	0.6 points	0.8 points	1 point	1.1 points	1.5 points
		Very vague and Incomprehensible analysis.	Serious problems with clarity and using INVEST criteria.	Some of the criteria are correctly applied for the analysis.	All criteria are correctly applied for the evaluation of the selected user stories. But there are some inconsistencies.	Correct application of INVEST criteria for the evaluation of the selected user stories. Consistency between all analyses. Suggestions to improve user stories are included.	Correct application of INVEST criteria for the evaluation of the selected user stories. Excellent presentation of the selected user stories based on the INVEST criteria. Clear justification, convincing and addressing the Agile team. Suggestions to improve user stories are clear and convincing.
	User story 4, ULO3, GLO1, GLO 2, GLO4, GLO5	0 points	0.6 points	0.8 points	1 point	1.1 points	1.5 points
		Very vague and Incomprehensible analysis.	Serious problems with clarity and using INVEST criteria.	Some of the criteria are correctly applied for the analysis.	All criteria are correctly applied for the evaluation of the selected user stories. But there are some inconsistencies.	Correct application of INVEST criteria for the evaluation of the selected user stories. Consistency between all analyses. Suggestions to improve user stories are included.	Correct application of INVEST criteria for the evaluation of the selected user stories. Excellent presentation of the selected user stories based on the INVEST criteria. Clear justification, convincing and addressing the Agile team. Suggestions to improve user stories are clear and convincing.
	Executive Summary, ULO3, GLO1, GLO 2, GLO4, GLO5	0 points	0.8 points	1.1 points	1.3 points	1.5 points	2 points
		Aspects not identified or incomprehensible.	Few aspects identified and briefly described. Recommendations not clear or specific.	All aspects described. Recommendations are clear, and specific.	Recommendations are clear and specific. The summary is presented at managerial level, clear, coherent, and convincing based on analysis and findings from three parts of the assignment.	Recommendations are clear and specific. The summary is presented at managerial level and cross-referenced with business proposal, user stories and INVEST evaluation . The summary is clear, coherent, and convincing based on critical analysis and findings from three parts of the assignment.	Recommendations are clear and specific. The summary is presented at managerial level and cross-referenced with business proposal, user stories and INVEST evaluation . The summary is clear, coherent, and convincing based on critical analysis and findings from three parts of the assignment. Exceptional quality and fits on one page. Clear evidence of extra readings and research .