

Scenario: Business Intelligent System for LIMITLESS Fashion Store

LIMITLESS is a largest company in the area of Fashion and Design in Dress culture. It has a number of branches in different location in all over the Sri Lanka, each typically entrusted with selling and distribution of products. Its data warehouse includes a number of data marts, one of which dedicated to commercial analysis and cantered on a sales cube with dimensions Month, Product, Customer, and Branch.

The managers of **LIMITLESS** are willing to carry out an in-depth analysis on the profitability (i.e., the net revenue) of branches. More precisely, they wish to know if, and to what extent, it is convenient for a given branch to invest on either selling or distribution, with particular regard to the possibility of taking new customers or new products.

Thus, the two scenarios chosen for prototyping are:

- Analyse profitability during next 12 months in case one or more new products were taken/dropped by a branch.
- Analyse profitability during next 12 months in case one or more new customers were taken/dropped by a branch.

On this situation top management of NOLIMT wish to contact a person who is a **Business Process Analyst (BPA)** for analysing the possibility of scenario which was choose by Management of **LIMITLESS**.

Task 1

- 1.1. As a BPA, based on your knowledge examine above two scenario and evaluate how will be impact the organization's business process and supporting process.
- 1.2. During data collection in **LIMITLESS** for above scenario, it is common to indicate classification of data I term being Structured, Semi-structured and Unstructured. What is the basic difference in between structured, semi-structured and unstructured methods.
- 1.3. There are many business process management applications (BPMA) available on the market, Each and every BPMA differ in types. BPMA can be used as mechanism for business processing. As a BPA based on your BPM knowledge **provide a presentation evaluation** about BPMA and advantages and disadvantages of BPMA to top management of **LIMITLESS**.