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**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. 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.
  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.
  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.**