**Analytical Capability**

1. Respond to the discussion questions (Max 50 words per question) listed at the end of case titled, “Harrah’s High Payoff from Customers” posted under week4’s readings.
   1. Discuss the factors that drove Harrah’s customer relationship strategy.
      * Harrah’s wanted to increase customer relationship in order to compete with the larger casinos across the nation. Instead of investing in large attractions and buildings, IT and marketing investments became their top priority.
   2. Discuss whether Harrah’s business and IT strategies were aligned, and what factors contributed to or detracted from achieving alignment.
      * Harrah’s strategy would not have worked without the rewards program and the data warehouse. Their data-driven strategy rewarded customers and made them come back again and again.
   3. Discuss the integration between Harrah’s patron database and the marketing workbench.
      * Marketing workbench was created to implement the data warehouse. It stores yearly, monthly, and daily data since 1994. The patron database derives from the marketing workbench. It stores online look up of customers. The marketing workbench serves the analytics and patron database serves the attributes.
   4. Give examples of how Harrah’s has implemented closed loop marketing.
      * Examples of closed loop marketing included predict the value of the customer, market based on expected value, track transactions that are linked to marketing initiatives, evaluate the effectiveness, track profitability, and refine marketing approaches.
   5. Does Harrah’s have a sustainable competitive advantage? Can other companies duplicate what Harrah’s has done? Discuss.
      * Ever since Harrah’s has implemented this structure, other companies have been copying them in order to maximize their customer relationships. There stock prices and return on investments have increased which shows how well Harrah’s was doing and still is.
   6. Discuss the privacy and security issues associated with what Harrah’s is doing. Are there concerns and how can Harrah’s address them?
      * The privacy and security issues of allowing employees to use private information on customers could jeopardize the company’s ethics if used through a wide scale of employees.
2. Maps and Calculations in Tableau:
   1. Answer the following questions based on Videos #1 through #9 posted under the Week 4. (use this file: [restaurants.xlsx](https://learn.wsu.edu/bbcswebdav/pid-3581612-dt-content-rid-107145713_1/xid-107145713_1) )
      * Your client is a food critic who has been visiting fine restaurants all over the world.  She has provided you with an Excel file that includes the exact location of each restaurant (latitude/longitude) that she visited last year, along with other useful information such as the type of cuisine, Michelin star information, etc. Use Tableau to create the following two visualizations of this dataset (without the Annotations): [Visualization #1](https://learn.wsu.edu/bbcswebdav/pid-3581612-dt-content-rid-107145724_1/xid-107145724_1)  and  [Visualization #2](https://learn.wsu.edu/bbcswebdav/pid-3581612-dt-content-rid-107145725_1/xid-107145725_1)
        + *Restaurants.twbx*
   2. Answer the following questions based on Videos 10 through #20 posted under the Week 4. (use this file: [Telecommunications .twbx](https://learn.wsu.edu/bbcswebdav/pid-3581612-dt-content-rid-107145718_1/xid-107145718_1) )
      * Recreate the dashboard depicted [here](https://learn.wsu.edu/bbcswebdav/pid-3581612-dt-content-rid-107145719_1/xid-107145719_1)  exactly. Please note: “Dropped Call Percentage” is the percentage of “Attempted” calls that are “Dropped.” In the bottom viz, there is only a values in cells that have a positive percentage of dropped calls.
        + *Telecommunications.twbx*