

# B0759\_Individual

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## Task 1 – Analyse the Problem faced by the Company

Domino's Pizza, Inc. is a multinational pizza restaurant chain based in America and was founded in 1960. At 1997 Domino's Pizza Malaysia was established and currently it has more than 240 Domino's Pizza stores in Malaysia at the 2<sup>nd</sup> quarter of 2017 the company was the largest Domino's market in Southeast Asia and the 5<sup>th</sup> largest in Asia Pacific. And at the year 2003, Domino's Pizza Malaysia launched their online ordering platform, Domino's Pizza are also the first of its kind in Malaysia to pioneer the concept of efficient delivery of customized made-to-order pizza.

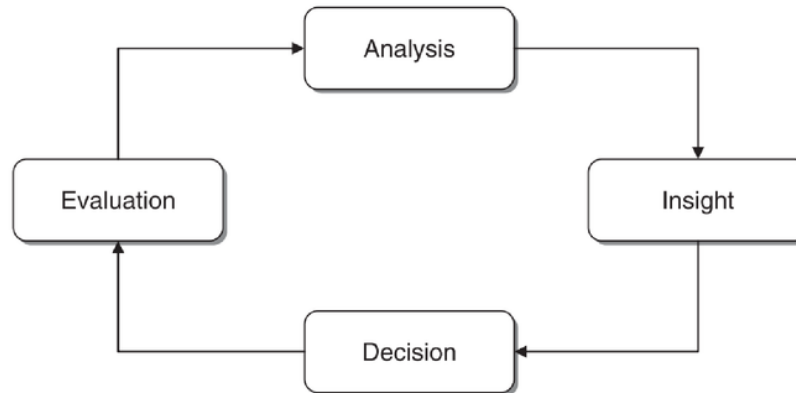
In 2019 Domino's detected selling of unauthorized voucher that can be used physically and on their website. Based on their post in Facebook, Domino's Pizza Malaysia detected lots of irregularities in the value of orders received. [1] mentions that Domino's claimed that the customer hacked their online platform to obtain the voucher codes. These coupons were also sold on the E-commerce marketplace called Shopee as stated by [1]. This problem may be caused by Dominos inability to keep track of their vouchers, or the vouchers were stolen by a third-party which could be an employee of Domino's or a hacker, once the vouchers were stolen it would be put up on sale at a E-Commers Platform.

Domino's Pizza Malaysia's website also has some logical flaws in their ordering system that has been taken advantaged by the customers that were aware of the exploit before the company was more mindful with their ordering system for unusual purchase patterns. The logic flaws or glitches were exploited by customers that noticed the flaw to gain large discounts. While the more unaware customers may have had paid more due to the nature of the fundamental logic that was used in the payment calculation of the order.

Domino's Malaysia also did a mistake when they lodged a police report on their own customer. Firstly, Domino's should have made their own investigations before calling the police to lodge the report on the customer. By doing this dominos has ruined their own image and indicates that they do not trust their customers.

## Task 2 – Discussion

A) Discuss how should or can you re-identify the cycle of BI analysis.



*Figure 1: Business Analysis Cycle*

The business analysis cycle can be re-identified into 4 phases which is Analysis, Insight, Decision and Evaluation. The reason why this cycle is used is because we are able to get in-depth knowledge about the problem before executing a process. And also, we are able to measure the performance of the decision after executing the action. If the evaluation results are not up to par, the analysis phase can be redone again to restart the cycle.

In the analysis phase, the company can first identify the problem face by them at the moment and figure out the factors on why the problem happen or exist. There are 3 problems that Dominos needs to analyse. First Dominos should have figured out whether the coupons were obtained legally or not. Secondly Dominos IT department is not as attentive as they should be. The final issue is the one where they lodged a report on their own customer.

In the insight phase, the company should use the information gather from the analysis phase to gain knowledge on how the problem occurs. Dominos should have determined how was the coupons were obtained in the first place. Dominos should also determine why did their IT department did not detect the glitch or problem in their logic until recently. Lastly Dominos should have determined whether or not lodging a police report on their customer was the correct action.

The decision phase is when the user has knowledge about the problem and decides the action to carry out. On the first issue, Dominos should have implemented a tracking system to each voucher so that Domino's know whether or not the voucher is obtained validly or not. The

Second issue, Domino's should have either given training on the IT department on what they should do or develop a system that detects irregular orders and informs the IT department.

Last issue, Domino's should have contacted the customer to determine the validity of the coupons before lodging a police report.

Lastly the evaluation phase, in this phase the organization should have a measurement of their performance and evaluate the results of their decisions. Domino's needs to evaluate whether or not the actions that they take will positively or negatively affect their business as a whole. For example, after causing an uproar when they lodged a police report on their own customer, they apologized publicly in a form of an apology video to show that they are sorry and they want to make up for their mistake.

B) Discuss what type of analysis techniques will propose to address the problem (Predictive)

The author proposes a predictive analysis technique. Predictive analysis technique is to exploit patterns found in past data to identify risk and opportunities to drive better decisions as stated in [2]. Dominos should use this analysis technique to minimise and mitigate the two current problems that the organization is facing.

First, Dominos can use this technique to look at the customers past data and look at other customers past data to determine whether or not that the data is irregular. For example, irregularly large orders can be detected and can inform the organization that an irregularity has occurred.

Secondly, Dominos can use this technique to determine whether the customers' orders exploit the glitches in the system by looking at the customers transaction records. Example, if there is a consistent low margin profit from a certain customer, Dominos should be informed about the situation and carry out an investigation on how and why this can occur.

Lastly, which is the lodging the police report. In this section Dominos needs to use the descriptive analysis technique. Descriptive analysis is defined as an interpretation of data to better understand the changes that have occurred in business. Dominos should have realised that lodging a police report on their customer is not the correct solution. They should have done their research and investigations before lodging the report. This allows Dominos to determine whether or not the lodging or police report is required and allows them to have proper justification to do so if the customer is found violating the term and conditions

## References

- [1] Vijandren, "lowyat.net," 27 September 2019. [Online]. Available: <https://www.lowyat.net/2019/195025/dominos-in-hot-soup-after-filing-police-report-against-its-own-customers/>. [Accessed 1 12 2019].
- [2] E. Siegel, "Introduction," in *Predictive Analytics*, Danvers, John Wiley & Sons, Inc, 2016, p. 15.
- [3] J. Chen, "Investopedia," 27 November 2019. [Online]. Available: <https://www.investopedia.com/terms/c/corp-social-responsibility.asp>. [Accessed 1 12 2019].



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