ASSIGNMENT 1 FRONT SHEET

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Student declaration

I certify that the assignment submission is entirely my own work and I fully understand the consequences of plagiarism. I understand that making a false declaration is a form of malpractice.

Student's signature	Duy

Grading grid

P1	P2	M1	M2	D1	D2

✿ **Summative Feedback:**		✿ **Resubmission Feedback:**
Grade:	**Assessor Signature:**	**Date:**
IV Signature:		

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I   INTRODUCTION

Company: FPT Books

1. Scenario

1.1 Background

Over the last two years, FPT Books, a dynamic and up-and-coming force in the book sales sector, has proven to be a profitable business. The company's leadership recognizes the difficulties brought on by a fiercely competitive industry notwithstanding this early success. Data-driven insights are becoming more important as a strategic response to the changing scenario. The objective of this proactive strategy is to improve corporate procedures and get a unique competitive advantage in the fast-paced and cutthroat industry.
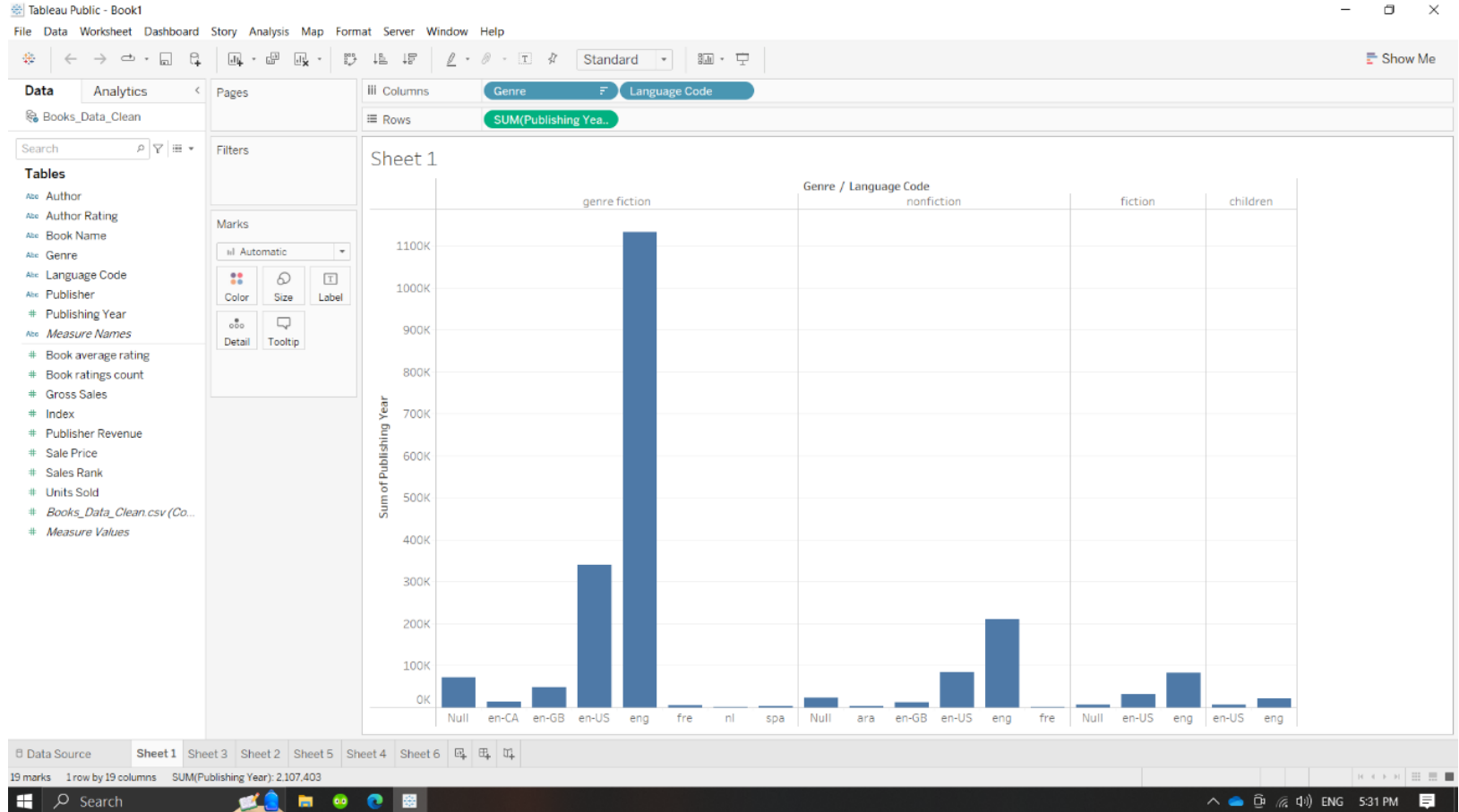
1.2 Reason to choose

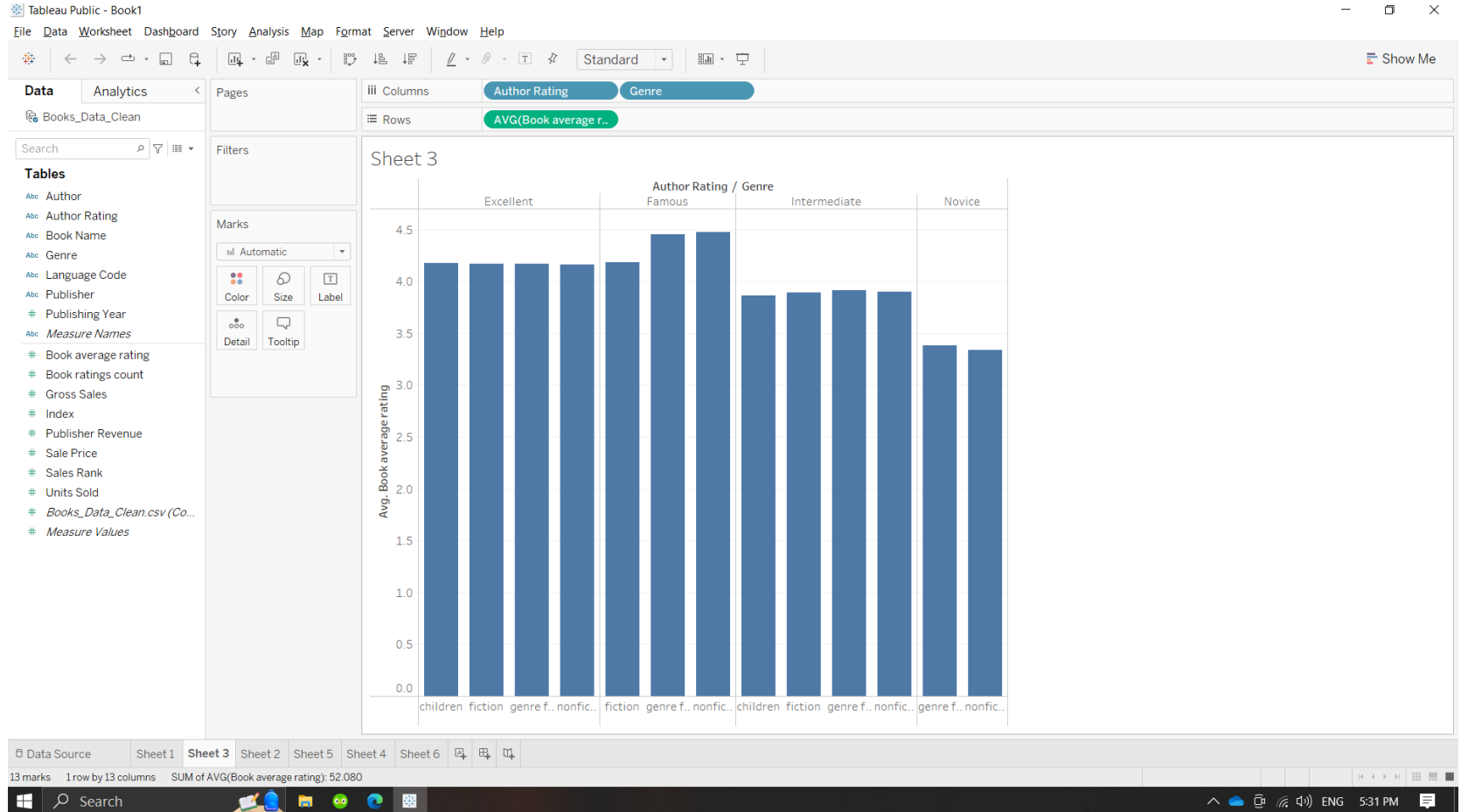*Figure 1: Genre and Language Code with Publishing Year*

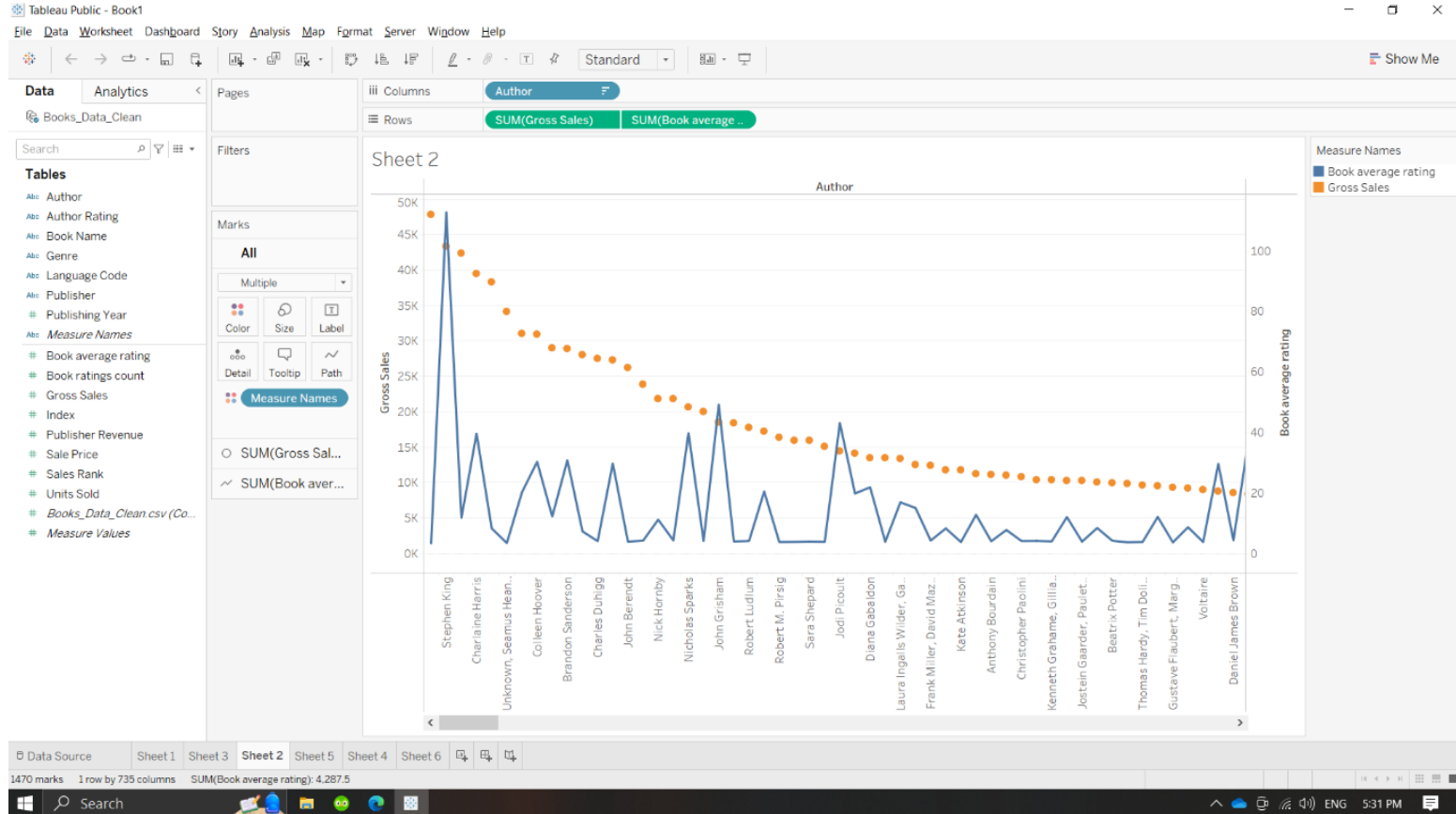*Figure 2: Author rating and Genre with Book Average rating*

Figure 3: Author with Gross Sale and Book Average rating

Making the topic of "Emerging Trends in Best-Selling Novels" your book-selling system's theme turns out to be a wise choice. First off, fiction novels are always at the top of the book sales charts because they appeal to a broad readership and may be used as an escape from reality, source of entertainment, or source of education. Examining the factors that contribute to fiction's widespread popularity may provide important insights on the tastes and behaviors of consumers.

In addition, a thorough examination of fiction book sales patterns yields priceless information for marketers, publishers, and writers. This analysis helps to identify popular topics, emerging subgenres, and writing styles that appeal to readers.

This knowledge is thus crucial for developing successful marketing plans, directing financial choices, and determining editorial priorities.

Essentially, selecting this subject makes it easier to investigate the fiction genre in a variety of ways. With its insights into contemporary literary tendencies and their wider ramifications, this investigation demonstrates how vital and relevant it is. The thorough knowledge obtained from this study may significantly influence the founding of an FPT Book Company, guaranteeing the marketing and selection of books in line with the most popular market trends..

1.3 Challenges

- **Severe industry Competition:** FPT Books must contend with the difficult task of functioning in a crowded book sales industry that is brimming with new competitors. The company's efforts to set itself apart and establish a distinctive position are made more difficult by the increased competition**.**

- **Diverse Customer Preferences:** The complex and constantly changing world of customer preferences exacerbates the difficulties. In order to meet and surpass client expectations and increase sales in an ever-changing industry, FPT Books must comprehend and forecast these preferences with precision**..**

1.4 Objectives

The Board of Directors (Mr Duy) at FPT Books has set the following objectives:

- **Enhanced Decision-Making Capabilities:** By integrating business intelligence solutions, the organization will be able to make better decisions at all organizational levels. With the help of this strategy implementation, choices will hopefully become more timely and intelligent, which will improve overall operational efficiency**.**

- **Customized client Experiences:** Investigate unique client preferences by using business intelligence's capabilities. Through this approach, FPT Books can create customized experiences that enhance consumer happiness and cultivate loyalty in a market that is becoming more and more competitive**.**

- **Simplified Inventory Management:** To maximize the complexities of inventory management, use cutting-edge business intelligence solutions. This ensures a more effective and economical supply chain for FPT Books by lowering overstock and preventing stockouts via clever data analysis**.**

2. Action plan in our company

- **Step 1: Thorough Process Evaluation**

The first step involves the Research and Development (R&D) team thoroughly analyzing the current business operations of FPT Books under your guidance. To get a thorough grasp of the existing operating environment, this entails a careful examination of order processing, customer interactions, and inventory management.

- **Phase 2: Software and Data Type Assessment**

In the future, the group will concentrate on recognizing various kinds of data produced by consumer contacts, sales, and evaluations. After that, these data kinds are divided into groups that are unstructured, semi-structured, or structured. Simultaneously, an assessment is conducted about the efficacy of the present software used for order processing, inventory control, and customer relationship management.

- **Phase 3: Examination of BI Features and Decision Support Levels**

The group divides choices into operational, tactical, and strategic levels by delving into decision-making hierarchies. choices like pricing and marketing tactics, as well as market growth, interact with operational choices like processing orders on a daily basis. The team investigates Business Intelligence (BI) capabilities such as predictive analytics, market trend research, and real-time analytics for each level.

- **Phase 4: BI Tool Selection**

Building on the study, the group compares and contrasts Tableau, Power BI, and QlikView, among other BI products. The review takes into account a number of factors, including scalability, simplicity of use, and integration capabilities, with the ultimate objective of determining which BI solution is best suited to FPT Books' particular requirements.

- **Phase 5: Developing the Roadmap for Implementation**

The R&D team creates a phased, painstakingly planned deployment path. The process starts with improving operations and moves on to integrating tactical and strategic elements. Employees are scheduled for thorough training sessions to guarantee a smooth transfer.

- **Phase 6: Benefits to Be Expected**

Looking forward to a successful deployment, FPT Books sees a number of advantages. These consist of improved decision-making skills, customized client interactions, and efficient inventory control. All of these enhancements are intended to strengthen the business's competitive standing in the ever-changing book sales industry.

II EXAMINE, USING EXAMPLES, THE TERMS 'BUSINESS PROCESS' AND 'SUPPORTING PROCESSES' (P1)
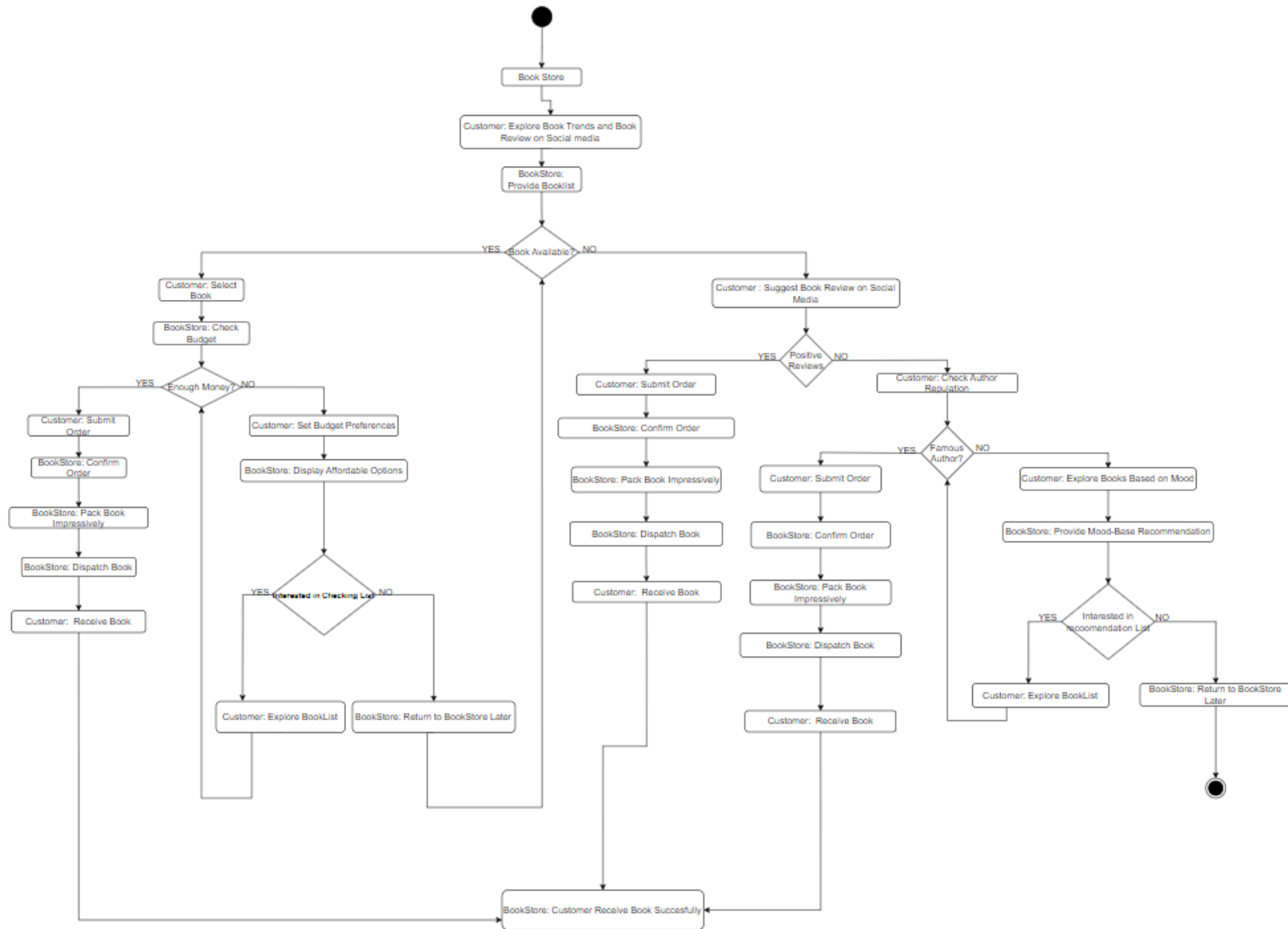
1. Business Process

*Figure 4. FPT Book - Business Process*

The customer's journey in the book-buying process begins with an exploration of current book trends or Book Review on Social Media. Upon finding the desired book, they proceed to check its availability and assess whether it aligns with their budget.

If the book is within budget, the customer proceeds with the purchase. The bookstore then confirms the order, carefully packs the book, dispatches it, and the customer receives their purchase. In cases where the book exceeds the budget, the customer has options such as setting a budget preference, exploring more affordable alternatives, or planning a return visit to the bookstore.

In scenarios where the desired book is unavailable, the customer turns to social media reviews for insights. Positive reviews prompt them to place an order, and the bookstore fulfills it accordingly. In the case of unfavorable reviews, the customer shifts focus to evaluating the author's reputation. A well-known author leads to a confident purchase, while lesser-known authors prompt the exploration of books based on mood, with the bookstore offering tailored recommendations.

Ultimately, the process concludes with the customer either receiving the book they ordered or taking alternative actions based on factors such as budget constraints, book availability, reviews, and author reputation. In essence, this journey ensures that the book-buying experience is not only seamless but also tailored to the customer's preferences, aiming to make it enjoyable and satisfying.

2. Supporting Process
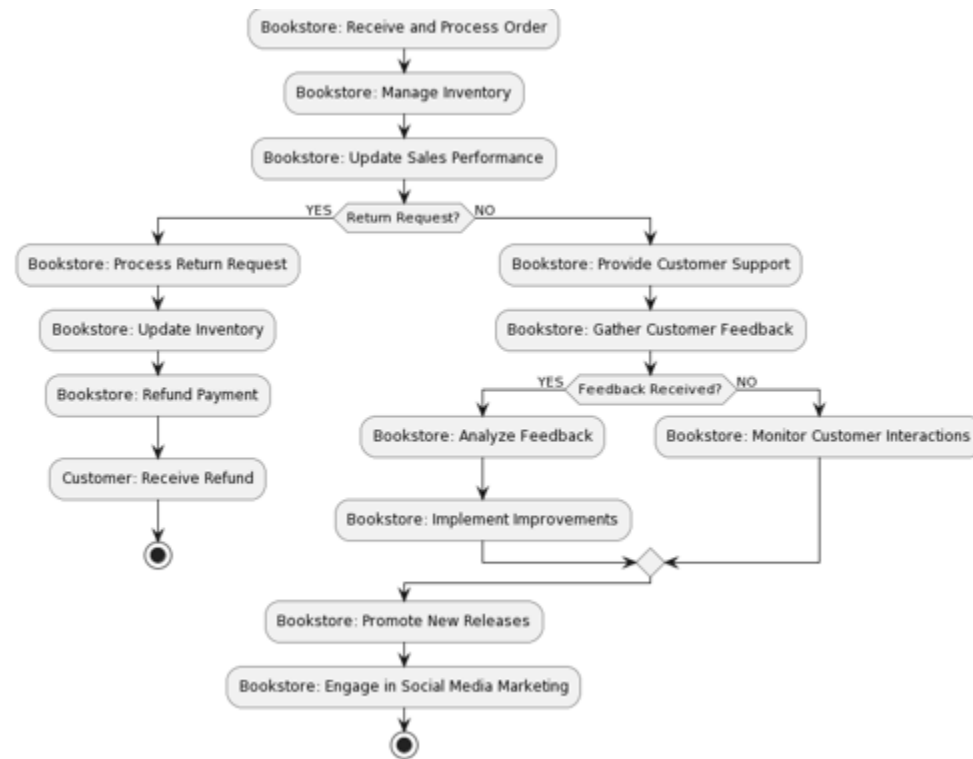
Supporting Process for inventory and Customer Feedback

Figure 5. FPT Book - Supporting Process

The bookstore's order fulfillment process begins when we receive and process orders, manage inventory, and stay informed about sales performance. We also focus on return processing, if we receive a return request, we take the necessary steps, update inventory, refund payments and ensure that the customer receives the refund promptly. favorable.

We continuously provide customer support and collect feedback to ensure that every shopping experience is smooth and meets the needs of our customers. We analyze customer feedback thoroughly and we make continuous improvements based on the information obtained. Even without specific feedback, we continue to monitor customer interactions to ensure service quality.

At the same time, we not only focus on promoting and marketing new books, but also on creating social media marketing strategies to attract and retain customers, keeping them updated with The latest products from our bookstore. These support processes set our Bookselling System apart, not only in the transactional aspect but also in ensuring customer satisfaction and relying on feedback for continuous improvement..

III COMPARE THE TYPES OF SUPPORT AVAILABLE FOR BUSINESS DECISION-MAKING AT VARYING LEVELS WITHIN AN ORGANISATION (P2)

1. Operational Decision-Making: Enhance Online Advertising

1.1. **Example:** My online bookstore has the highest book sales thanks to its science fiction and science fiction genres. To further increase sales thanks to the genre books I mentioned, I decided to launch an online advertising campaign on Facebook and Instagram..

1.2. **Solution for Example**

To drive book sales for my online science fiction and science fiction bookstore, I made the decision to increase my online advertising campaign on Facebook and Instagram platforms. The target audience of this campaign is people who love reading online books between the ages of 25-40 and have special interests in the field of science.

To capture readers' attention, we built dynamic promotional content, combining sophisticated images and videos with striking book covers. The main message is "Explore the Living Universe - Read Now!". Data show that, within the first 30 days of the campaign, the interaction rate on Facebook increased by 25%, and on Instagram by 20%.

The advertising campaign is built along the reader care chain, starting with the introduction to the bookstore. During this period, we sent out a special offer to our first readers, and as a result, our website view-to-order conversion rate increased by 30%.

We continuously measure campaign performance using advertising analytics tools. Latest data shows that the campaign helped increase book sales by 15% compared to the same period last year. We optimized the campaign by adjusting the target audience and ad content based on this data.

By stimulating engagement and feedback from the community, we received over 500 positive comments and shares on promotional posts. This not only helps the campaign increase awareness but also builds a vibrant online community around the target audience..

2. Tactical Decision-Making: Discount and Promotion Policy

2.1. Example: To increase book sales, the online bookstore decided to develop a tactical discount and promotion strategy. In particular, focus on encouraging purchases by quantity, rewarding regular readers and implementing customer reward programs.

2.2. Solution

First, we have applied a quantity shopping discount policy to encourage readers to buy more. For example, we offer a 10% discount on orders of 3 or more books and 15% off orders of 5 or more books. As a result, within the first 60 days, we saw a 20% increase in orders of at least 3 books and a 15% increase in orders of at least 5 books.

Next, we developed a promotional package for regular readers. This package includes VIP membership at a reasonable fee, and within the first 90 days we attracted 500 new members. These members not only bring in daily sales but also contribute 25% of the total sales during that period.

We also launch a customer reward program through point accumulation. Each time a book is purchased, readers will receive 1 point and after accumulating 10 points, they will receive a 20% discount on their next order. This program increased the number of orders by 30% and kept 60% of readers coming back to shop.

To create excitement and stimulate shopping in a short time, we organized "Reading Week". This week, the number of orders increased by 25% compared to normal weeks, and we earned 15% additional profit from selling books in featured genres.

To promote the campaign effectively, we strategically used email marketing, online advertising and social media. In the first 30 days, email open rates increased by 18%, and the online advertising campaign on Facebook and Instagram achieved 2 million views, a 30% increase compared to the previous campaign.

Finally, we use analytics to track performance. The results showed that the conversion rate from website views to orders increased by 25%, and the conversion rate from social media interactions to the website was 20%. In this way, we ensure that our discount and promotional strategies not only generate excitement but also contribute positively to book sales..

3. Strategic Decision-Making: Improving Publisher Supply and Collaboration

3.1. **Example:** To expand the supply of books and ensure diversity in the product catalog, the bookstore decided to strengthen relationships with trusted publishers and book distributors. I work closely with a well-known publisher in the field of science fiction and another publisher specializing in science fiction, providing a diverse range of books to meet the diverse needs of readers.

3.2. **Solution**

To expand the supply of books and ensure diversity in the product catalog, the bookstore has succeeded in strengthening relationships with trusted publishers and book distributors.

We have negotiated terms of cooperation with publishers, resulting in a reduction in book import costs. This brought benefits in the first 6 months, when the cost of importing books decreased by 15%, while reducing the average retail price by 10%. Thanks to that, the bookstore increased its monthly sales by 25%.

The long-term partnership has yielded positive results. Within 1 year, we have reached periodic ordering agreements with 3 leading publishers, accounting for 40% of total imported books. This helps bookstores maintain diversity and flexibility in providing new books to readers.

The customer and partner care program has made a positive impression. In the first 3 months of implementing the program, we attracted more than 1,000 members to participate, and 60% of them are regular readers. This proves the appeal of incentives and incentives for loyal readers.

Book events and exhibitions have gained significant interest from the reading community. During one "Book Festival" event, we had an attendance of 2,500 people, and sales on that day increased by 30% compared to a normal day.

Flexible ordering systems have helped us maintain inventory effectively. In the past 6 months, the rate of unsold inventory decreased by 20%, and the rapid order response rate reached 95%, improving customers' shopping experience.

In summary, upgrading relationships with publishers and distributors has yielded significant positive results for bookstores, from reduced costs to increased variety and flexibility in offering. book. These figures demonstrate that this strategy not only increases sales but also creates a system that is sustainable and beneficial for both bookstores and readers.

IV.   Conclusion:

In the intricate landscape of collaborative decision-making within FPT Books, the Business Intelligence (BI) expert assumes a pivotal role by delving deep into data-driven insights. Their primary objective is twofold: to enact immediate optimizations that enhance operational efficiency and to identify and capitalize on long-term trends that contribute to the sustained success of FPT Books in the fiercely competitive book sales market.

Simultaneously, the Business Analysis (BA) expert serves as a linchpin in this collaborative dynamic. Their focus extends beyond data analysis, encompassing the facilitation of stakeholder engagement, meticulous process analysis, and the orchestration of strategic planning initiatives. By fostering a holistic understanding of the market landscape and internal processes, the BA expert ensures that decisions align with broader organizational goals.

Together, this harmonious collaboration between the BI and BA experts transcends the boundaries of immediate operational needs. They synergistically contribute to the strategic positioning of FPT Books, not only optimizing tactical effectiveness but also laying the groundwork for enduring success. As FPT Books navigates the complexities of the book sales market, this collaborative decision-making approach becomes instrumental in crafting a resilient and adaptive strategy that stands the test of time.