Unit 1 SWOT Analysis and Business Technology Definitions

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**Part 1: SWOT Analysis**

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| STRENGTH | WEAKNESS |
| * The location of the center provides rich opportunity for high traffic naturally coming through, from school or other businesses which may increase clientele by default. * The building is new and well maintained; it will not need renovations or additional funding soon. * Various activities offered by the Green City Activity Center ensures there is something to do for patrons of different preferences and wishes. | * Travel to the community center may prove troublesome for clients living outside the main business hub, especially if there is no bus stop near their residence. * With a limited availability for Yoga, and children’s’ swimming classes, some clients may not be able to make or commit to a single time each week, and must miss out on vital experiences. * A lack of flexibility in the pricing and a lock-in of six months to a contract may be off-putting for clients that do not intend long-term usage such as those visiting the area. * A complete neglect of social media may leave potential clients unaware of the business, and could cost the Green City Activity Center vital customers. |
| OPPORTUNITIES | THREATS |
| * The location provides multiple communities that could evaluate to different markets, with different potential capitalization avenues. * The Juice Bar and Coffee Shop may seek to expand services to cater to a wider audience, and gather feedback on what adults would like to purchase. * The addition of social media may allow for news on client-gathering opportunities such as events to draw in subscriptions. | * The municipal pool on the other side of town may draw potential customers as they capitalize on weaknesses including transit and social media. * Competition may easily overshadow the Green City Activity Center as they capitalize on information-centric avenues such as social media. * A limited window of operation may leave the activity center vulnerable to offers from competitors catering towards individuals with irregular schedules such as night crew that may require services after their shift even at 3 AM. |

**Part 2: Information Systems**

**EIS**

Executive Information Systems (EIS) are all about helping an executive understand what is going on in a rapidly accelerating environment. They provide a convenient and small description of events, and potential decision requirements. EIS will summarize information to help the executive manage with more real-world facts. Typically, EIS will deliver this information with a user-interface that has been developed with brevity in mind. One common example of this is the mobile app and desktop suite Rippling. This is used to gather information on payroll, and view and manage schedules.

EIS URL: <http://www.umsl.edu/~joshik/msis480/chapt10.htm>

**DSS**

Decision Support Systems (DSS) are dedicated to providing high-level management with the information they need in order to review factual information and trends to decide on a change. These changes could be anything from company policy, to even aesthetic designs. DSS usually use interfaces developed to show important details and summaries in order to aide management with decision making, and may be more verbose than an EIS readout. A hyper-popular example of a DSS would be GPS technology used to locate a particular user, and provide route information such as Google Maps and Apple Maps.

DSS URL: <http://www.umsl.edu/~sauterv/analysis/488_f02_papers/dss.html>

**MIS**

Management Information Systems concern the study of relationships, and more importantly how they connect to a business. This is all about analysis and information gathering in order to predict trends, observe biases, and adapt to current climates. This ideology sees data as opportunity that has the power to influence decision making at the highest company level in order to help your business succeed long-term. Examples in this category could be anything from a Systems Analyst to a Technology Consultant.

MIS URL: <https://mays.tamu.edu/department-of-information-and-operations-management/management-information-systems/>

**TPS**

Transaction Processing Systems (TPS) are more than just a simple receipt at checkout. These systems are put in place to serve as a record for business that has been accomplished, and document what went down. These are vital to get an understanding of what business your company may trend towards, and how exactly your output needs to adapt. Examples of this could include a company database that keeps track of relational elements such as customer information, employee information, and transaction details such as time, quantity and more.

TPS URL: <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/TPS/TPS.pdf>

**AI**

Artificial Intelligence (AI) has been making headlines, particularly recently, as more and more technologies develop that were thought impossible with prior hardware and software solutions. These systems excel at taking a large neural network of data, processing it, and performing an action such as a text-readable output. These algorithms are trained on what may sometimes be an incomprehensibly large set of data. A popular recent development in “AI” programming would be Chat GPT. Since its newly released GPT3 and above variants, the training model produces responses accurate enough to garner public attention, and has been used to such a degree that Schools and Businesses alike felt the need to introduce cutting-edge regulations on how exactly participants may use this technology with relation to their work.

AI URL: <https://www.brookings.edu/research/what-is-artificial-intelligence/>