

Business Intelligence – DWH Examples

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1. Vehicle-for-hire (uber, airlift etc.)

List one or more business problems which could be facing this business (do some google research to dig up the background knowledge first - as discussed in class)

Less Bookings/ Less number of rides.

What are the KPIs/measures/facts which need to be aggregated to solve the problem above?

Number of bookings cancelled, Total number of bookings.

What are the potential dimensions ACROSS which the KPIs need to be aggregated?

Date, Time, Customer Demographics, Driver Profile, Location

List down 2 queries which can be calculated e.g., total sales across customer and location, total number of flights in a particular quarter etc.

- Number of rides booked by females in the last year.
- Number of Drivers who got less than 10 bookings in the last 3 months.
- Total rides cancelled by females in Karachi in the last month.

2. E-commerce (e.g., daraz.pk)

List one or more business problems which could be facing this business (do some google research to dig up the background knowledge first - as discussed in class)

Increase in checkout abandonment rate.

What are the KPIs/measures/facts which need to be aggregated to solve the problem above?

Number of customers who left the transaction at checkout, Total number of transactions.

What are the potential dimensions ACROSS which the KPIs need to be aggregated?

Date, Time, Customer, Product.

List down 2 queries which can be calculated e.g., total sales across customer and location, total number of flights in a particular quarter etc.

- How many males abandoned the checkout in January?
- Total number of products included in cart when checkout was abandoned in the last 2 months.
- How many times a frequent customer abandoned the checkout?

3. Mobile manufacturing (e.g., MI mobiles) in China

List one or more business problems which could be facing this business (do some google research to dig up the background knowledge first - as discussed in class)

Decrease in Sales.

What are the KPIs/measures/facts which need to be aggregated to solve the problem above?

Number of Models Sold, Profit, Revenue Generated

What are the potential dimensions ACROSS which the KPIs need to be aggregated?

Date, Time, Sales, Product

List down 2 queries which can be calculated e.g., total sales across customer and location, total number of flights in a particular quarter etc.

- Total sales by the bookings in the last year.
- Number of products for which the total sales in the year 2019 was less than \$100.

4. Marketing campaigns of Islamic Banks

List one or more business problems which could be facing this business (do some google research to dig up the background knowledge first - as discussed in class)

No awareness of their new products/services (Products such as Car Ijara, Easy Home, Short term and long-term financing).

What are the KPIs/measures/facts which need to be aggregated to solve the problem above?

Number of Existing Customers who availed the services/products, Number of new customers.

What are the potential dimensions ACROSS which the KPIs need to be aggregated?

Date, Time, Customer Demographics, Product/Services.

List down 2 queries which can be calculated e.g., total sales across customer and location, total number of flights in a particular quarter etc.

- Total number of existing customers who availed more than 2 newly launched products/services.
- Total number of new customers who availed the service in the last month.