Business Intelligence

Quiz 2

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1. Vehicle-for-hire (uber, airlift etc.)
2. Business Problem: Rides getting cancelled
3. # of rides cancelled after booking (before transit starts). (the grain is one occurrence of cancellation)
4. Driver\_Dim, Customer\_Dim, Location\_Dim, Ride\_Dim, Time\_Dim.
5. Number of rides cancelled by female customers whose drivers appointed were males.

Which customer type cancelled the greatest number of rides?

1. E-commerce (e.g., daraz.pk)
2. Business Problem: Declining sales.
3. ItemQuantity, ItemPrice, Cost=ItemQuantity\*ItemPrice (The grain is one sale made)
4. Customer\_Dim, Product\_Dim, Order\_Dim, OrderDate\_Dim and DeliveryLoc\_Dim.
5. Total sales to customers who were vendors and ordered from Karachi?

Total sales to customers who bought something between 11 Feb- 12 Feb (campaign timing)?

1. Mobile manufacturing (e.g., MI mobiles) in China
2. Business Problem: Increase Mobile Manufacturing Plant electricity efficiency
3. electric units consumed, electric cost. (The grain is electrical cost and unit consumed for one instance of activity as defined by the business.)
4. Machinery\_Dim, Department\_Dim, Time\_Dim, Date\_Dim, ProductLine\_Dim.
5. Total electric units consumed by the soldering machines of department A?

Total cost of electricity consumed for MI NOTE product line during July to Aug?

Link from which I got some business knowledge for mobile manufacturing: <https://www.youtube.com/watch?v=AdeDy6vJcbI>

https://www.youtube.com/watch?v=nCPNH5QzEB8&ab\_channel=NextPitCOM

1. Marketing campaigns of Islamic banks
2. Business Problem: Analyze the effectiveness of a marketing campaign.
3. No of Conversion made, Cost Value of conversion made. (Grain is one conversion made under this campaign)
4. Customer\_Dim, Date\_Dim, Branch\_Dim, Location\_Dim (Note: Banks have much more specialized customer data than our normally assumed Customer data).
5. Total Cost value of Conversion made by DHA branch to female customers

Which customer type had highest conversions in this campaign, and which had the least conversions.

Which area in Karachi had the least converted customers?