



ASSESSING BI MATURITY AND DEVELOPING A BI DASHBOARD FOR A SMALL MEDIUM ENTERPRISE (SME) IN NAIROBI

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INTRODUCTION

Overview of the project

This project focuses on assessing the Business Intelligence (BI) maturity of Superb Motors, an SME based in Nairobi, and developing a BI dashboard to enhance decision-making processes.

Importance of BI for SME'S

BI transforms raw data into actionable insights, facilitating informed decision-making, improved customer service, and increased profitability.

Objectives and scope of the project

- Analyze current performance
- Identify improvement areas
- Implement a BI dashboard
- Evaluate rental trends, customer preferences, and financial performance

SME SELECTION AND BUSINESS UNDERSTANDING

Description of the chosen SME.

Superb Motors - A car rental company in Nairobi offering a wide range of vehicles rental services for individual and corporate clients.

Initial Contact and business understanding.

Initial meetings provided insights into business processes and challenges, focusing on customer data management, rental trends, and financial performance tracking.

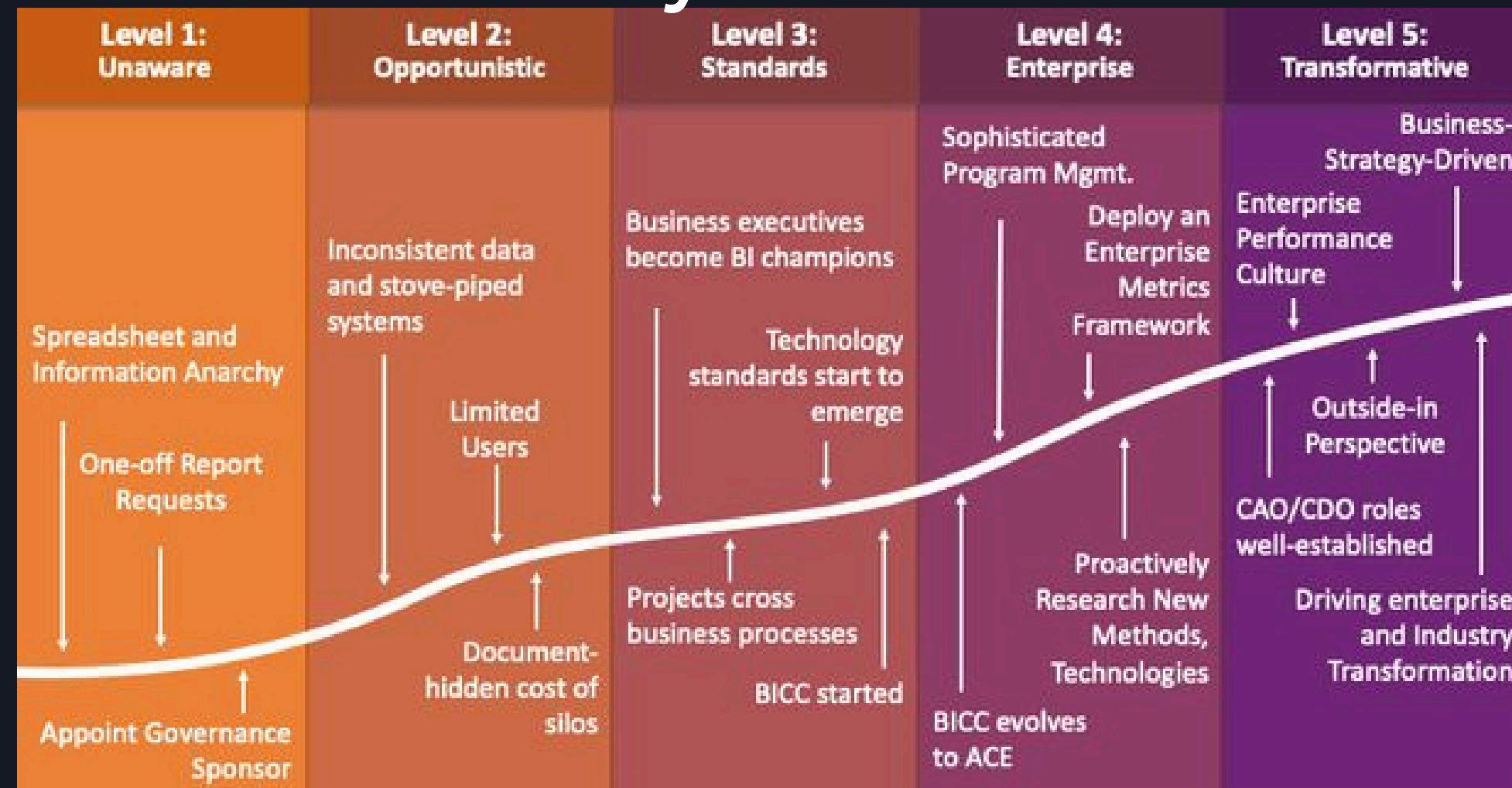
SME'S industry, target market and business understanding.

- Car rental industry
- Targets individual travelers and corporate clients
- Processes: vehicle booking, customer service, fleet management



BI Maturity Assessment

Gartner BI Maturity Model



01

Explanation of the BI maturity model used

Gartner BI Maturity Model - evaluates data management, technology usage, and organizational processes.

Methodology (interviews, surveys)

The assessment included in-person and phone interviews with key stakeholders to collect data on existing BI practices.

Key findings and gap analysis

- Inconsistent data management
- No use of advanced BI tools
- Need for formal data governance and BI skills development



DATA IDENTIFICATION AND ANALYSIS

Relevant data sources identified

01

- Rental transaction records
- Customer feedback
- Financial data

02

Key trends, patterns, and KPIs

Analysis focused on rental trends, customer preferences, and financial performance. Key KPIs identified included total rentals, revenue per vehicle, and customer satisfaction.

03

Data analysis insights

Insights revealed high revenue from brands like Benz, VW, and BMW, preference for SUVs and sedans for longer rentals, and the need for enhanced maintenance practices for certain brands.

BI DASHBOARD DESIGN

01

Overview of the dashboard design

Real-time insights into rental trends, customer behavior, and financial performance

02

Chosen BI tools and technologies

Power BI was selected for its user-friendly interface and robust visualization features.

03

Key features and functionalities

- Customer demographics
- Financial performance metrics
- Real-time data updates
- Customizable views



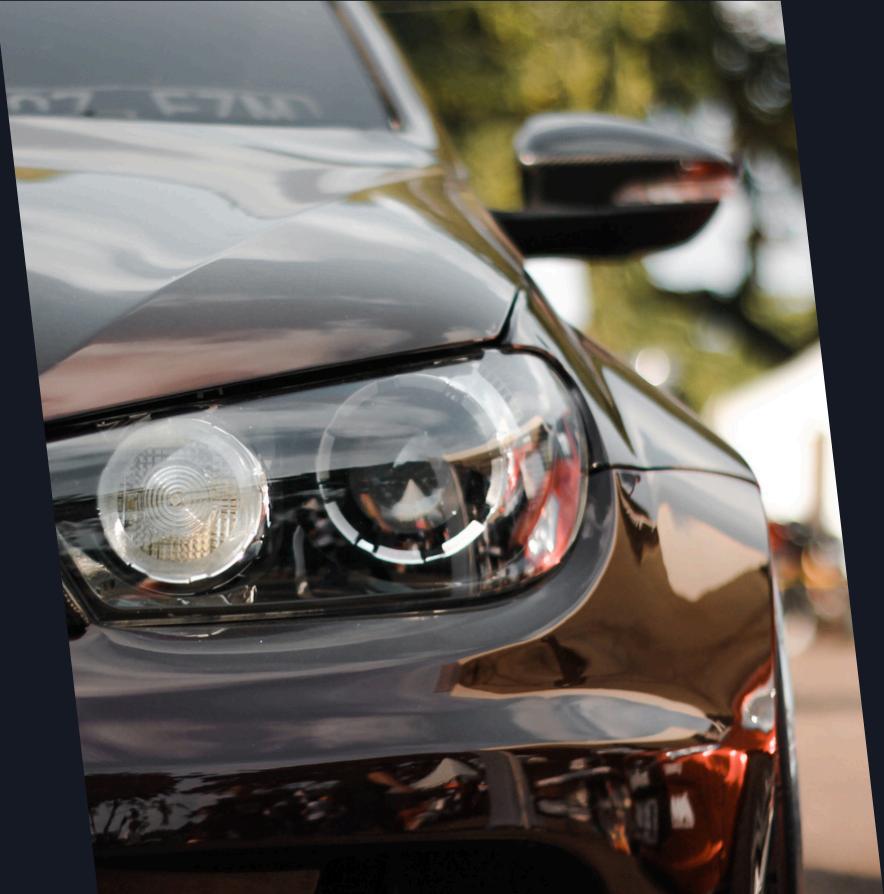
IMPLEMENTATION PLAN

Steps for implementing the dashboard

- Data Integration
- Dashboard Development
- User Training
- Testing and Validation
- Deployment

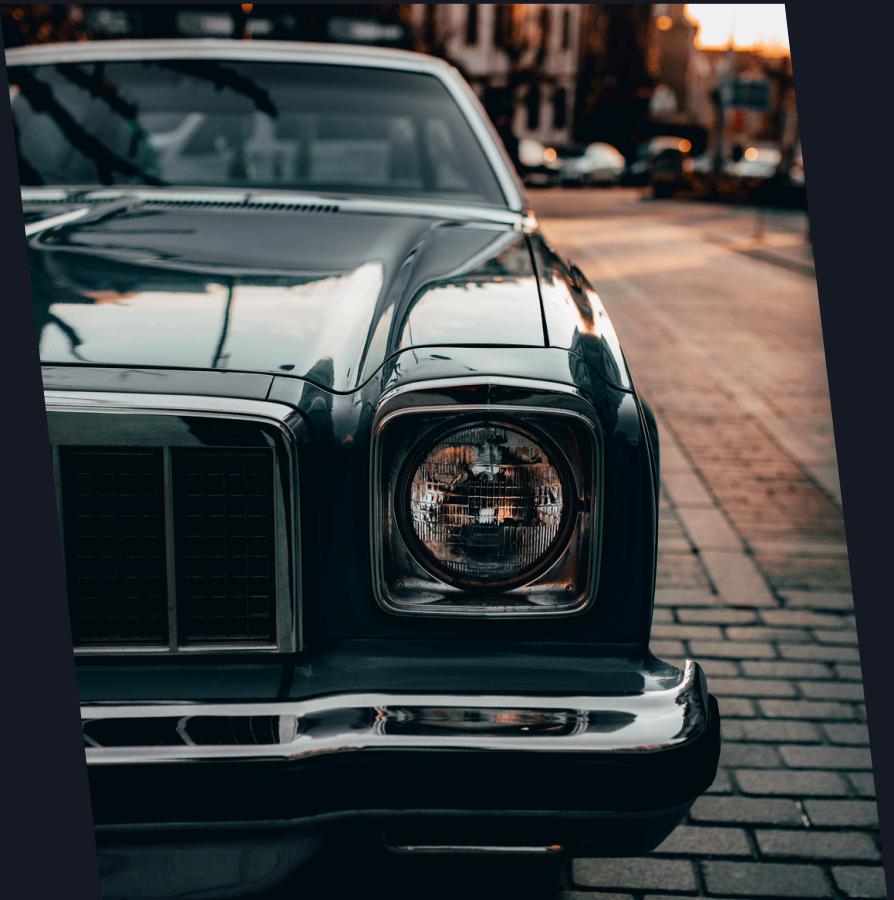
Training and support for SME staff

- Conduct training sessions
- Provide user manuals and training materials



Recommendations for ongoing use

- Regular updates
- Continuous training



USER DOCUMENTATION AND MANUAL

01

Overview of the user guide

Step-by-step instructions for accessing and using the dashboard



02

Instructions for using the dashboard

Detailed instructions cover accessing the dashboard, navigating features, and interpreting data visualizations.

03

Troubleshooting tips

Tips include common issues and solutions, contact information for technical support, and steps for reporting problems.



FEEDBACK AND FUTURE RECOMMENDATIONS

01

Summary of feedback from the SME

Feedback highlighted the dashboard's effectiveness in improving decision-making and operational efficiency.

02

Future recommendations for BI development

Recommendations include further BI tool adoption, enhanced data integration, and continuous staff training.

03

Additional BI tools and techniques suggested

- Advanced BI tools like Power BI
- AI-driven analytics

LIVE DEMONSTRATION

- Live demo of the BI dashboard
- Highlight key features and functionalities
- Show how the dashboard can be used to make informed decisions

