


ASSIGNMENT 1 FRONT SHEET

Qualification	BTEC Level 5 HND Diploma in Computing		
Unit number and title	Unit 14: Business Intelligence		
Submission date	22/12/2022	Date Received 1st submission	
Re-submission Date		Date Received 2nd submission	
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Class	GCH0907	Assessor name	Doan Trung Tung
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	

Grading grid

P1	P2	M1	M2	D1	D2

⚙ Summative Feedback:		⚙ Resubmission Feedback:	
Grade:	Assessor Signature:	Date:	
IV Signature:			



Business Intelligence



Introduction

Business process

Type of data

Decision making level

Features of BI

List of content



Team

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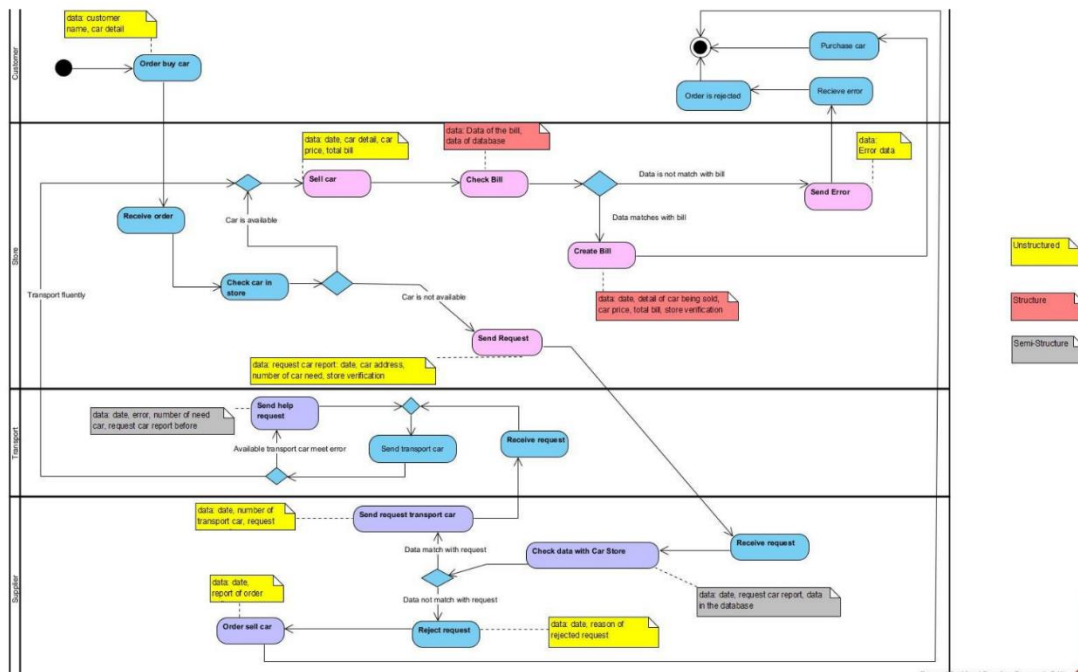
Introduction



A business process is an activity or combination of operations that helps a company achieve a specified goal. Business processes should have clear objectives, be as explicit as feasible, and provide consistent results.

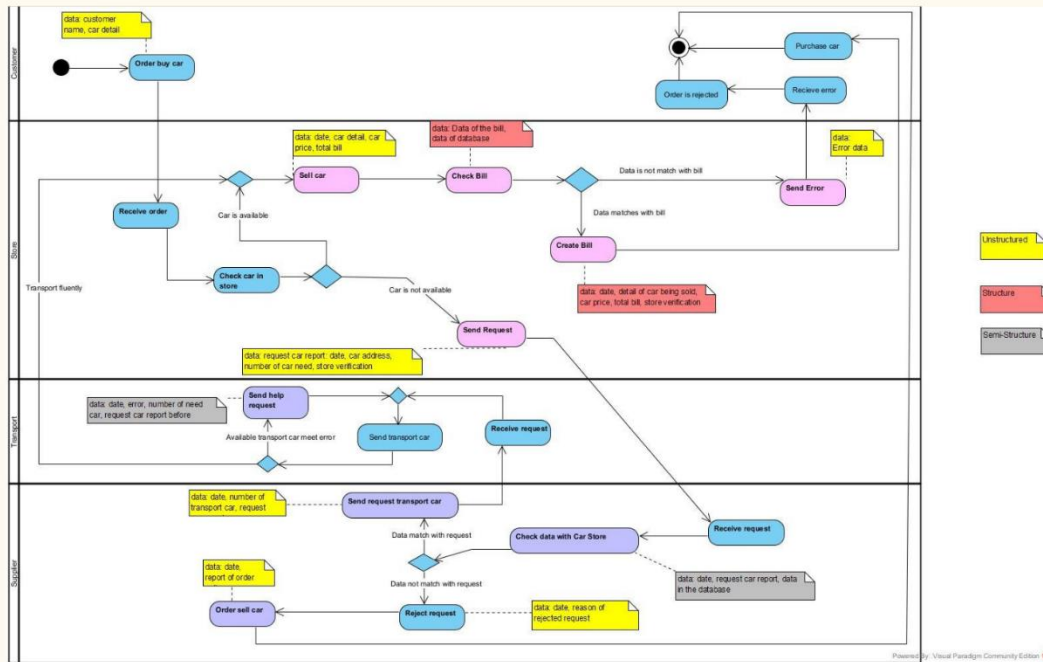
Business process

Activity diagram of transport car

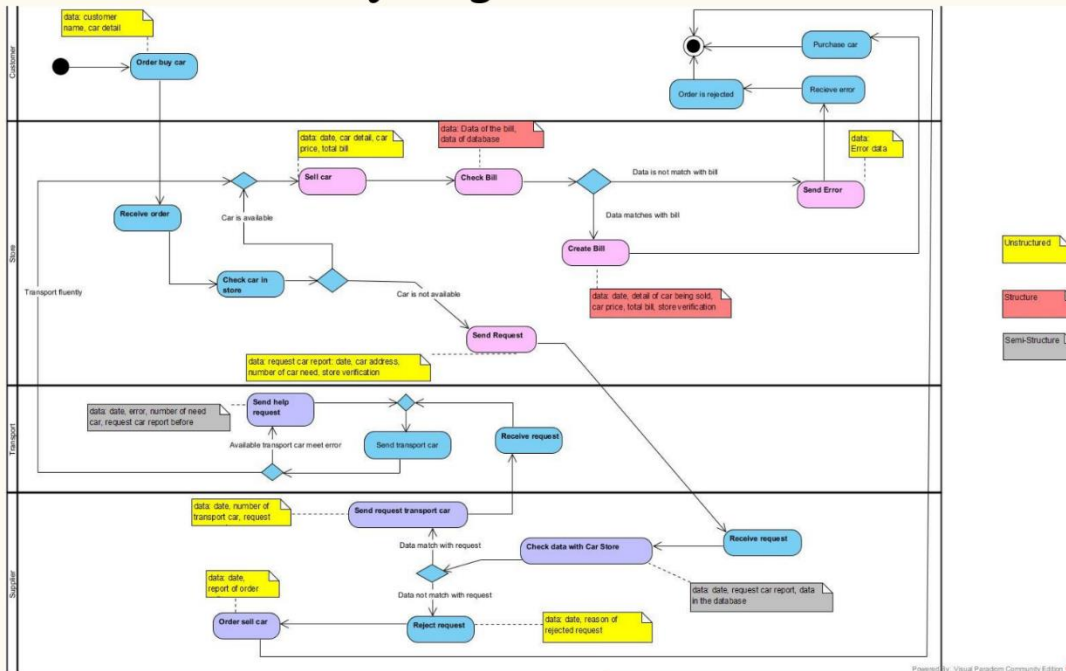




Activity diagram of buy car



Activity diagram for clean car





Type of data

Structured Data

- Database
- Enterprise resource planning (ERP)
- Data Warehouse
- Customer Relationship Management (CRM)

Unstructured Data

- Text Files
- Images
- Audio/Video
- Emails
- Website

Semi-structured data

- Documents: JSON, CSV, XML
- Electronic Data Interchange (EDI)
- No SQL Database
- HTML

Information system

01 Google ads



02



Pros and cons of google ads

Pros

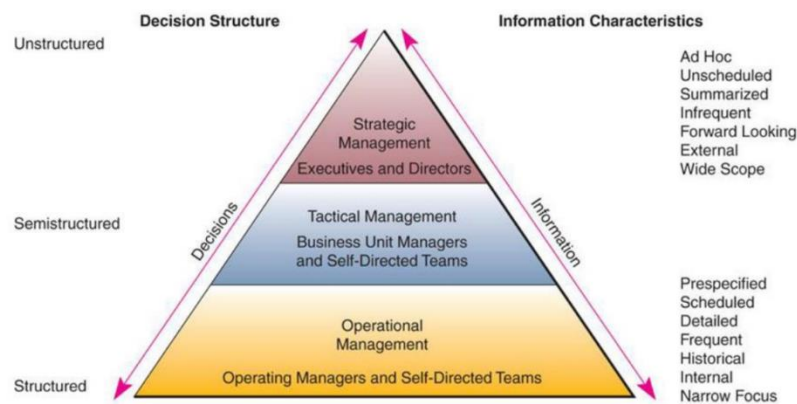
- 01** Unlimited Google Ads reach
- 02** Google Ads automatically deliver your ads to the right people
- 03** Your ad budget will be deducted if and only if someone actually clicks on your ad

Cons

- 01** If Google's keywords have high competition, the cost is also quite high
- 02** Must have a website to run ads
- 03** Hard to use

Decision making levels

Levels of Managerial Decision Making

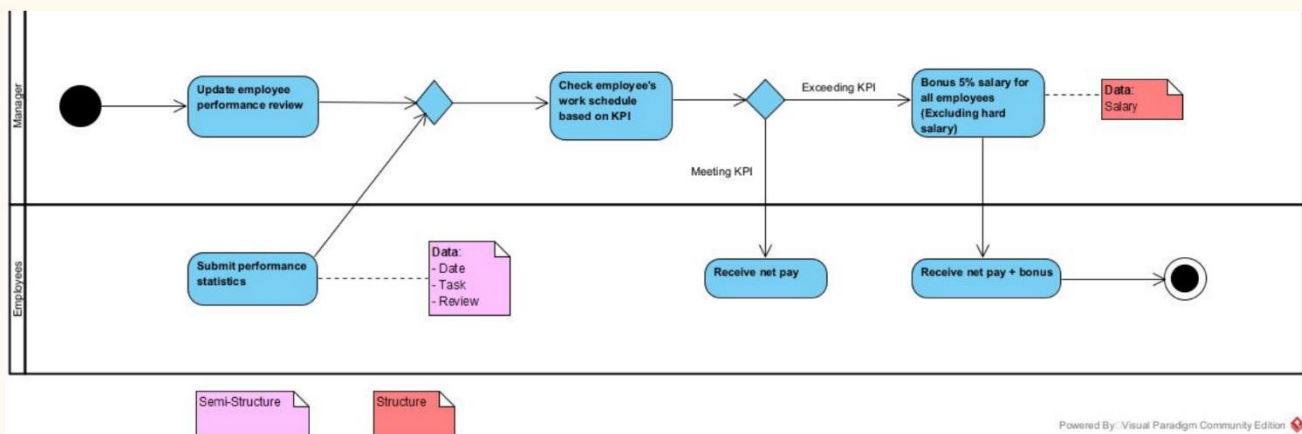




Operational decision

Concepts	Examples
<ul style="list-style-type: none"> • Lower-level management • Concerned with day-to-day works • Involving timing schedules, amount remuneration, set-up tools or machines 	<ul style="list-style-type: none"> • Purchasing basic supplies • Task specific training • Assign tasks to specific employees

Evaluate Employee performance process

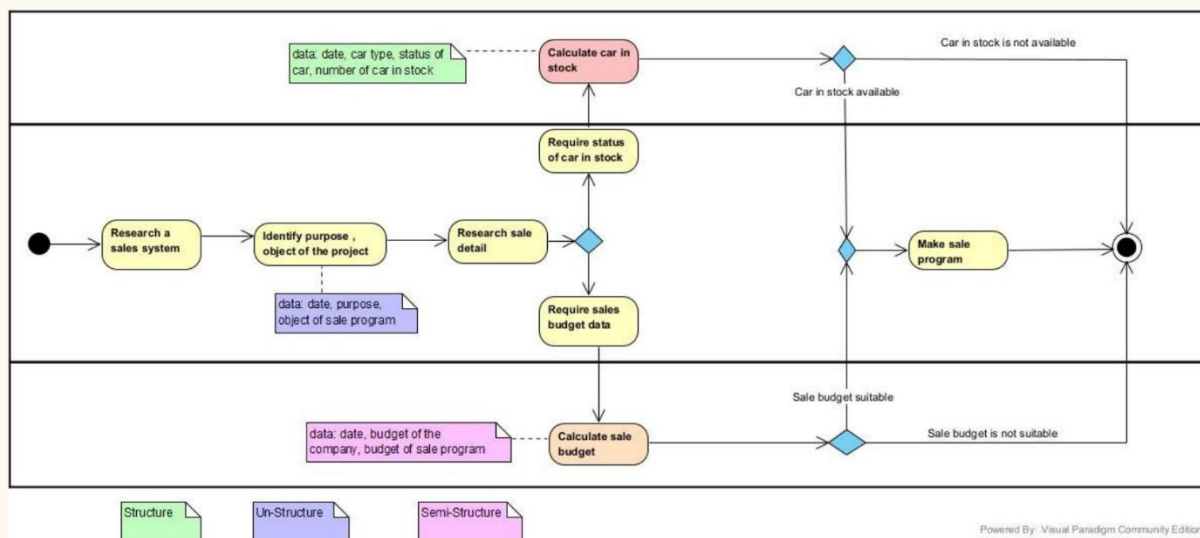




Tactical decision

Concepts	Examples
<ul style="list-style-type: none"> • Concern the more detailed information from general strategy from directors • Medium-term impacts on a company • Made by officers and executives include the • CEO, COO, CFO and other top-level management in a company 	<ul style="list-style-type: none"> • Size and structure of a work force • Sales and marketing strategy • Work assignments allocated to particular groups and people • Large purchases within a previously approved budget

Sale process

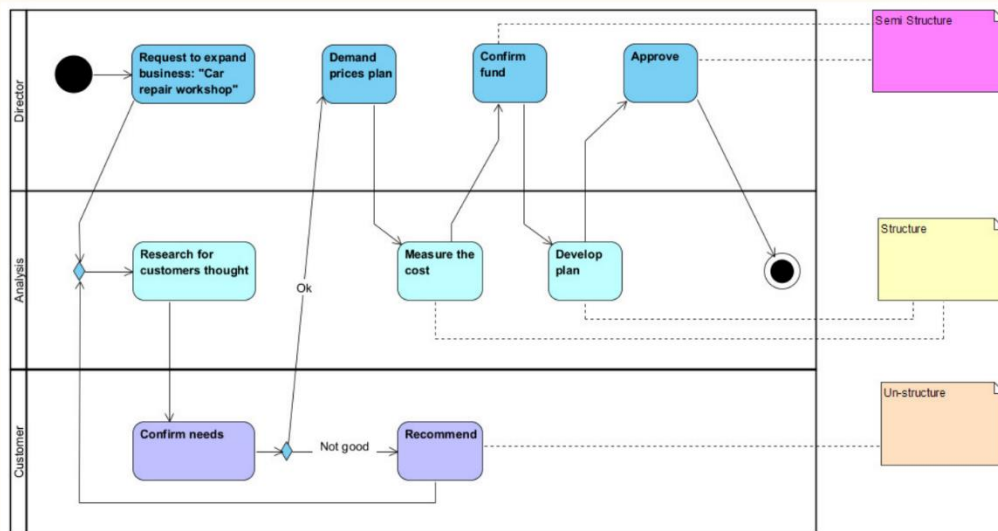




Strategic decision

Concepts	Examples
<ul style="list-style-type: none"> • Finding the correct problems in such decisions assume more important • Made by boards of directors, whose members are elected by a company's shareholders • Long-term impact of a company 	<ul style="list-style-type: none"> • The election of the board • Equity grants or transfer • Budgets and audits • Sale of the company's assets • Shareholder distributions

Expend car repair workshop process





REFLECTION ON TEAMMATE PERFORMANCE

Name	Rate 1 – 5 (star)	Comment
Mai The Duc	3.5	One thinks I know for sure is I can do better. Not just guiding my teammate, I want to help them understand more about other drawing skill and presentation skill.
Nguyen Hong Duc	5	He done a great job at his task.
Pham Minh Khanh	5	Excellent teammate with high performance.
Nguyen Duc Anh	5	He done his task on time and well done.
Nguyen Gia Khanh	5	He makes beautiful power point presentation