# Week 7: Feedback to Students

## CB2500 Information Management

Smart Banking (BI)
Smart e-Services (ISSN)

Smart IS Auditing (ISA)
Smart Global Business (GBSM)

# (Quiz 7) Why using organization's operational data as the source of data for BI is not recommended?

- The reason is that BI takes up considerable processing and can significantly reduce system performance

- So, usually we do not directly apply BI on operational data

- Instead, we perform ETL to operational data and extract them to data warehouse. Then we apply BI on data warehouse.

# Feedback on Interim Report 2

- Good Report:
  - Discuss how text topic results relate to business processes/products of selected companies
  - Relate your discussion to correlation in Terms table

- Comments & Suggestions:
  - Don't confuse solutions and opportunities
  - You may supplement your findings with external references

- Please make sure you paste screen captures of related results to your final report

# Week 7 Tutorial Discussion

- 0 score for following answers:
  - "The most important analytic is data." Data are not analytic tools.
- Best answer (Any one of the 4 BA features with valid explanations):
  - "Predictive analytics, because this can predict what situation may happen, so as to design solutions and make more profits on that trend."
  - "Prescriptive analytics because it can help us to find out what action to take to eliminate a future problem or take full advantage of a promising trend."
  - "Diagnostic analytics is the most important for businesses because it can examine data to answer "Why did it happen" question, which provides important and useful information for businesses."

# (Test & Exam) Will technical skills (e.g., how to use software) be tested?

- No, you **won't** be tested on how to use software
  - e.g., Pivot table in Excel, Access, Facepager and SAS Enterprise Miner
- However, you need to know related concepts (e.g., multidimensional analysis, cluster analysis, association detection, data warehouse, data mart, ETL, normalization, etc.)