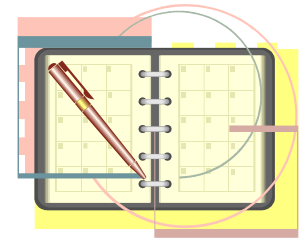# INTRODUCTION TO BUSINESS INTELLIGENCE

Lecture 7

Agenda

Use cases

From data source to OLAP cube

Use case 1. Insurance company

- Name of the insured person
- Insured person's ID
- PESEL number of the insured person
- Insurance amount
- Type of insurance
- Date of birth of the insured person

- Insurance date
- Period of insurance
- Number of compensations paid
- Amount of compensation paid
- Place of residence of the insured person

Use case 2. Enterprise offering services to other companies

- Company size
- Type of company
- Number of services sold
- The type of service
- Value of services sold
- Unit amount of the service
- Company address
- Service time
- Performance of the service
- Service period

Use case 3. Enterprise selling products

The Management Board wants to get answers to the following questions:

- what products are sold?
- who buys these products?
- what are sales in individual locations?
- what are the sales in individual distribution channels?
- what trends can you see in sales?
- what products do not have much sales?
- which customers buy the most?
- which products sell best?
- how much is the sales of a specific product in a specific time?
- how long is the product in stock?
- which suppliers deliver the most goods?

Use case 4. Marketing services in the company

The marketing and sales departments would like to receive the following reports:

- ☐ customer information grouped by region,

- ☐ customer information grouped by delivery addresses,

- ☐ client's industry,

- ☐ standard weekly sales reports,

- ☐ standard marketing reports on a quarterly basis,

- ☐ geographical sales reports,

- ☐ identifying the best and worst sales channels,

- ☐ market trends.

Guide to create new BI system

- Where to find the data?
  - Eurostat, OECD, United Nations, dane.gov.pl or others
- Get the data -> load to the database
- Add candidate keys
- Divide the data based on dimensions/measures
- Add additional dimensions if possible
- Create OLAP cube
- Create reports

Use case 5.

☐ Find the open dataset and identify measures and dimensions

☐ Divide the dataset into fact and dimension tables