MIS779
Decision Analytics in Practice

Week 3 – Business Requirements Analysis

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Client Problem

Child Sponsorship

- What is the Child Sponsorship Process?
- Supporter Journey (online/offline)

Bounce-back Campaign

- The business value of bounce-back campaign?

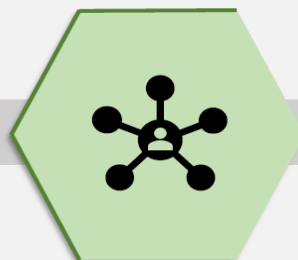- Significance of Time dimension in Birthday, education, and Christmas business events?

Problem Statement?

How do we create a journey that ensures the highest engagement with our supporters and produces the greatest ROI?

Journey Optimisation

Are we sending the right number of communications, in the right order at the right time, through the right channels?
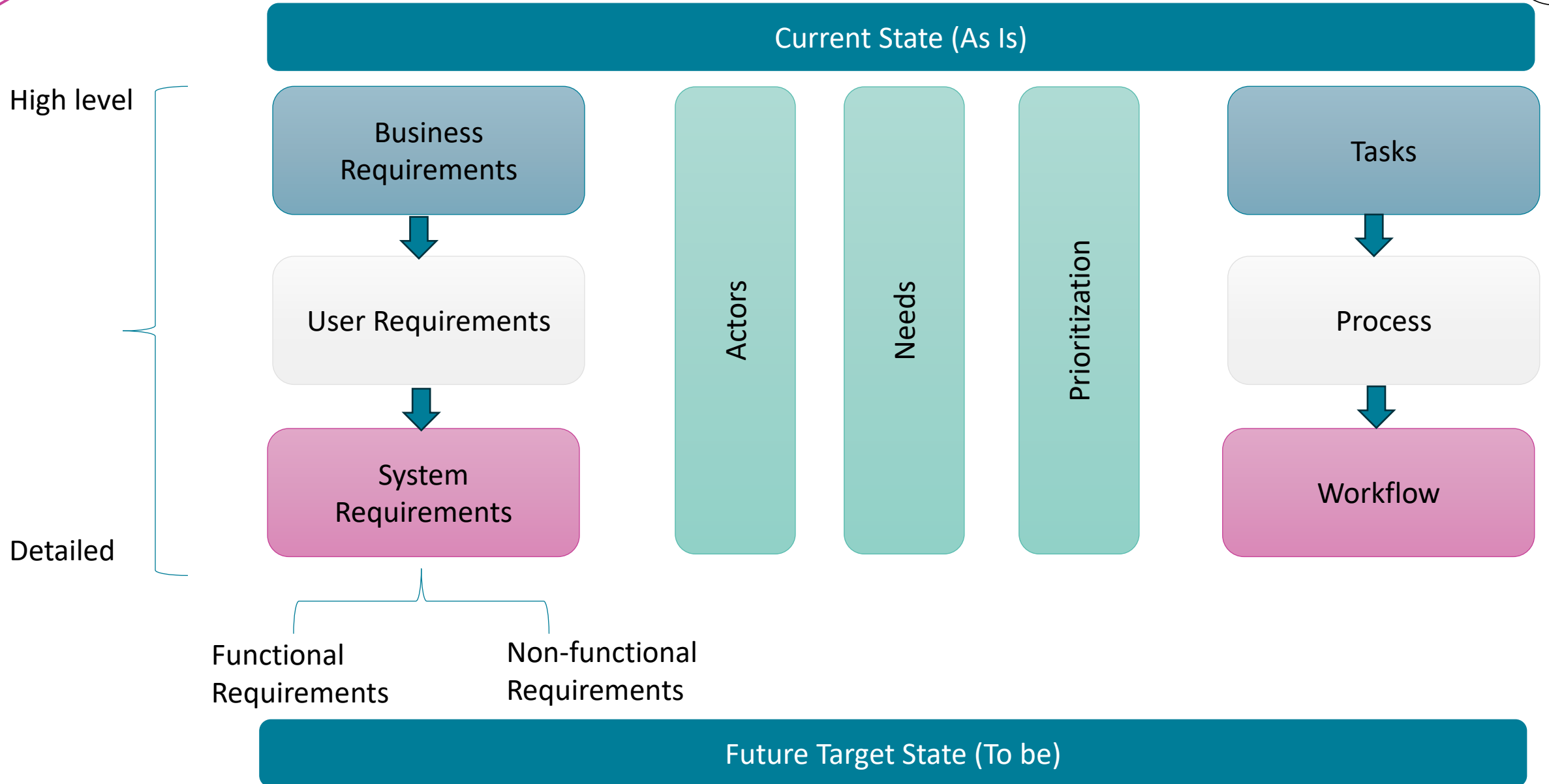
Offline/Online Stream

Are we selecting the right stream for supporters to go in to? How do we select who goes into which?

Dollar Handle Asks

Are we asking supporters for the right amount of money? Could we simplify or enhance are current ask calculations?

3

Business Requirements Framework

Current State (As Is)

High level

| Business Requirements | | Actors | Needs | Prioritization | | Tasks |

Business Requirements → User Requirements → System Requirements

Tasks → Process → Workflow

Detailed

Functional Requirements | Non-functional Requirements

Future Target State (To be)

Break Out!