# Identify the problem faced by the company

The popular pizza chain Domino’s pizza who so calls the best pizza delivery in Malaysia have found itself in a bad situation and being hated by the public for they have made an unprofessional and hastily decision by filling police report to their ‘beloved’ customers. This have led to many customers boycotting them and there are a few reasons why.

First of all, Domino’s without proper investigation claimed that these customers had illegally hack into the Domino’s online ordering platform and ‘abused’ these ‘unauthorized’ vouchers in their purchase. Even though, these ‘unauthorized’ vouchers are being sold in online shopping sites which are still valid on Domino’s online ordering platform. Instead of filing report against these sellers of these ‘unauthorized’ vouchers who obtain these vouchers illegally they are doing the opposite, which is filling report against their customers. Besides that, if these vouchers are ‘unauthorized’ Domino’s should disable these vouchers on their online ordering system.

Other than the ‘unauthorized’ vouchers are being abused, Domino’s online ordering system also contains fundamental logic flaws that has been exploited by their customer to gain discount on their purchase. As a new customer who are not used to the Domino’s online ordering platform have to pay more than the usual customers who have already known that the Domino’s online ordering platform have some serious fundamental flaws in them that can be exploit to gain discount on their purchase.

Last of all, Domino’s unprofessional service handlings skills have been the reason why Domino’s is hated by the public. Domino’s, who is a world-wide brand have made a bad decision by making rush and hastily decision as they didn’t investigate properly and filing report against their customers. If Domino’s can just decline these customers order, then the case is closed. Instead of realising their own problems, they are blaming it to their own customers. Although these customers have legally accessed the Domino’s online ordering system and paid the price for their order that has been accepted by Domino’s online ordering system.

# Discussion

If I am a business intelligence analysis,

1. Discuss how you re-identify the cycle of BI analysis

Cycle of a BI analysis is a framework that offers guidance in understanding what to look for in the volumes of disparate data [1]. There are four phases of the cycle of BI analysis which are Analysis, Insight, Decision and Evaluation. Each phase has their own characteristics and behaviours.

The first phase of the cycle of BI analysis is analysis which it recognizes the problems and accurately spell it out. In this case, there are three main problem. First, Domino’s contains fundamental logic flaws in their online ordering system as these flaws or glitches has been exploit by their customers to gain discount in their order. Secondly, unauthorized vouchers being abused in Domino’s online ordering system as they accuse their customers had illegally hack their online ordering platform. Lastly, Domino’s unprofessional service handlings skills as they are filing report to their own customers.

The second phase of cycle of BI analysis is insight which it understands the problem deeply. From the above problems that have been concluded, there are a few reasons why these problems existed. For the first problem, the reason is because of Domino’s unprofessional IT department. Domino’s IT department that are weak which causes flaws and glitch as they did not perform their expertise well. For the second problem, the main reason is because of the database of Domino’s is not secured. Due to having an unprofessional IT department, hacker can easily breach the database and stole these vouchers. Besides that, there is also a possibility that it was an inside job because an employee of Domino’s has more knowledge of their database and can access the database easily compare to the others. There’s even a slight chance that Domino’s themselves have made a mistake by giving out these unauthorised vouchers instead of database breached. For the last problem, the reason is because of Domino’s unprofessional human resources. Lack of training to their employee causes unprofessional decision made by their employee. On top of that, there’s even a chance that they don’t even have the knowledge about all this problem.

The third phase of cycle of BI analysis is decision which it obtain the knowledge of the insight phase and converting it into decisions. By analysis the above insight, there are a few decisions that can be taken by Domino’s. For the first problem, Domino’s can improve their IT department by giving training to their employee. Moreover, they can also decline their customers order if irregular transaction occurs. For the second problem, Domino’s can improve the security of their database by having the IT department securing it or outsource it to other IT company. Besides that, they can improve their vouchers uniqueness by disable reuse vouchers and increase vouchers codes uniqueness. Furthermore, they can also file a report to the seller of the unauthorized codes to prevent customers from purchasing these unauthorized codes. For the last problem, Domino’s can improve their human resource department by giving training to their employee.

The fourth phase of the cycle of BI analysis is evaluation which it performs measurement. The above decision should be performed as fast as possible to minimize the impact of the problems that have caused. After making the above decision, Domino’s will regain their own reputation as they execute these actions professionally to solve all these problems.

1. Discuss what type of analysis techniques u will propose to address the problem?

I propose predictive analysis technique supervised which can then predict an outcome with a far higher statistical probability than mere guesswork [2] to address the first two problem and description analysis technique which generates a summary of past data to find useful information and that data is used for future analysis [3] for the third problem. For the first two problems, Domino’s can predict pattern of customers which is their state and behaviour during the whole customers transactions. They can select the customers transactions that have irregularity and track each action in these transactions. After collected all the records, Domino’s can compare these records with the existing supervised data to identify the problems such as how they exploit the flaws in their online ordering system and how they use these unauthorised vouchers.

Last problem, Domino’s just have to send their employee to professional service training or train their employee by themselves. So that, they can learn to be professional in handlings these problems in the future.

# References

[1] IntelliData SOLUTIONS, “The Business Intelligence Cycle”, IntelliData SOLUTIONS. Accessed on: 5 – Dec – 2019. [Online]. Available: <http://intellidsi.com/the-business-intelligence-cycle/>

[2] Jacqueline Emigh, “Predictive Analytics Techniques: Seeing the Future”, Datamation. Accessed on: 5 – Dec – 2019. [Online]. Available: <https://www.datamation.com/big-data/predictive-analytics-techniques.html>

[3] Sheik Abdullah A, Selvakmumar S and Ramya C, “Applying Predictive Analytics Within the Service Sector”, India. IGI Global. 2017. [Book]

Github

<https://github.com/hongyiptang/BI-individual.git>