

## ASSIGNMENT-2

### MANAGEMENT INFORMATION SYSTEM

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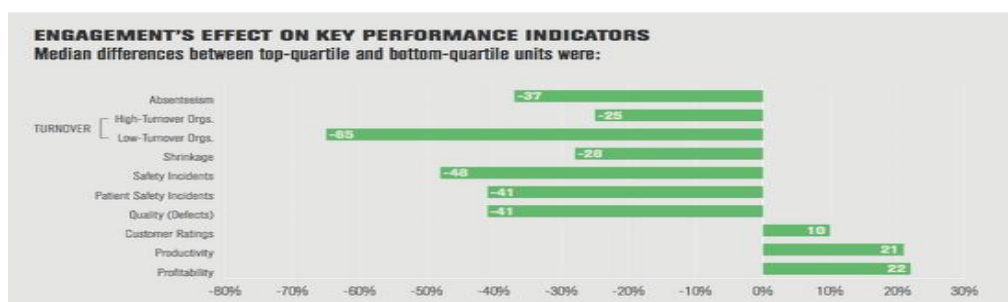
➔ QUESTION : **MANAGEMENT ISSUES AND BUSINESS INTELLIGENCE FOR AN ORGANIZATION**

➔ Solution : Management issues are totally based upon what company is doing ?

✂ **Turnover :** It starts with one of the biggest, most painful organizational problems that can plague a company: **turnover**. When turnover strikes, unfortunately the problem is usually mis-diagnosed. Multiple studies show that managers falsely attribute employee turnover to either the quality of the job offer, or claim the employee wasn't a fit anyways. The truth shows something quite different.

Most research done *directly with employees* who recently left their job shows an overwhelming majority **leave because of their manager**. This can be because of a direct problem with their manager (**50% of Americans have left a job for this reason**), or a **variety of secondary reasons** that are also caused by managers. Employee turnover is **a high cost at every organization**, with The Center for American Progress even indicating it costs an organization as much as **213% of the salary** for highly-trained employees. Losing good people will cause any leader to lose sleep at night, and bad managers are the biggest reason it happens.

✂ **Productivity:** No one has **a bigger impact on team effectiveness** than the manager of that team. According to Gallup's research, managers account for **70% of the variance in employee engagement**. This is huge when you consider the relationship between engagement and a variety of benefits:



Meanwhile, research from Evolv and Wharton (UPenn) has shown the absolute largest variance in predicting employee performance is **how effective their manager is**. Despite these facts, most employees do not have an effective manager helping them perform at a high level. Only about **21%** of employees feel they're managed in **a motivating way**, and only 34% of managers can even **name the strengths of their employees**. It's hard to be productive if your manager doesn't take advantage of your strengths, nor do the things that make you engaged at work.

✂ **Process Management:** Managers determine the best process for their teams. Whether by building consensus or dictating, the decisions they make determine what and how things get done. Good managers do this by enabling and empowering the strengths of their team. In First, Break All The Rules, Marcus Buckingham shows through a variety of workplace research that focusing on the strengths of your team is hugely beneficial. Unfortunately, your bad managers do the opposite. They use politics and play favorites to assign work. They add heavy process and bottleneck decision making through them. This slows down decision-making, product releases, customer issue resolutions, addressing PR/social media postings in times of crisis, and other issues teams tackle every day. Because of this, these bad managers frustrate their teams and hurt the company's reputation one slow to resolve issue at a time.

✂ **Job Role Design:** They're called, "hiring managers" for a reason. The best managers understand what headcount they need, have detailed conversations with their top-of-funnel recruiters (HR) about what they're looking for, and then bring in finalists to interact with the pre-existing team. The worst managers define the need for headcount around how busy they are (as opposed to which role would add the most value), barely speak to HR, and then complain when the process doesn't unfold as they'd hope. "Total Motivation" creator Lindsay McGregor has noted that a clear job role can be almost 2x more important than compensation in determining productive motivation among employees once you hire and onboard them. Teaching your managers to define job roles well scales a solution to this problem. If every team finds good people for the right roles, it's one less organizational problem to worry about.

✂ **Being more Innovative :** Every company claims to be innovative, and wants to be thought of as an industry leader. Yet, many fail to get beyond buzzwords and marketing claims. The best ideas are often surfaced from front-line staff; they are closest to the pain points and needs of your customer. Unfortunately, many companies fail to tap into this great source. One company that has succeeded in this area is Toyota. Listening to front line employees is a key part of their "Total Production System." Managers are trained to listen to and help develop employee ideas, *not* come up with their own. Unfortunately, Justin Berg's research out of Stanford shows that managers are typically poor judges of new ideas. Not every idea will be innovative, and managers need to learn to say no, but the wrong managerial gatekeepers prevent the creation of new revenue streams when a good idea isn't given the light of day. Even worse, if managers take credit for their team's ideas, they are discouraging them from coming to them with future ideas. Yet, that's too often what's happening. Bamboo HR's study found it's the #1 complaint of employees about their boss. Good managers listen to their team's ideas and give them credit when due. If a lack of innovation is one of your organizational problems, look no further than your managers who are stifling innovation on their teams.

✂ **Relationships with Customers :** Managers set the tone for how their teams treat customers. There is nothing more powerful than leadership by example. If they're careful and diligent, their team will be, too. If they're curt and brief, unfortunately, so will their team. Managers show what's acceptable based on what they fix and what they don't. If they're not taking care of customers well, neither will their teams. This can cause huge problems for senior leaders, when bad customer experiences compound to cost you major clients.



## Business Intelligent for an organization :

- Business intelligence, or BI, is a type of software that can harness the power of data within an organization. It offers a better way to sort, compare, and review data in order for companies to make smart decisions.
- Companies adopting business intelligence solutions can turn business data into insights and take plausible action. These insights can help companies make strategic business decisions that increase productivity, improve revenues, and enhance growth.

### BI Lives Up to Its Reputation :

- There are many reasons why companies choose business intelligence solutions. If you're contemplating BI software for your business, you may be wondering if it's worth the time, effort, and expense to add it to your existing software suite.
- BI-Tools was curious about whether BI software lived up to its hype and whether companies felt they got the maximum benefit from it. The results may help solidify your decision whether or not to add BI to your software suite.
- ↗ **Better planning and analysis:** Companies felt that BI systems helped them the most with faster reporting, planning, and analysis. 64% of responding companies ranked their ability to report, plan and analyze data as "good" after implementing a business intelligence suite.
- ↗ **Increased accuracy:** Among the companies surveyed, 56% felt that business intelligence data increased the accuracy of their business analysis and planning.
- ↗ **Helped considerably with sales forecasting:** Among the many tasks that companies felt that business intelligence data helped with, 57% ranked sales forecasting and planning as the area receiving the most benefit from BI data. Other areas where they felt that BI data provided assistance was in customer behavior analysis (40%) and a unified view of customers (32%).
- ↗ **Improved pricing and offers:** Pricing and offer optimization benefited somewhat from the implementation of a BI system. 27% of respondents felt that the additional data derived from their BI system helped them improve their pricing structure to become more competitive, as well as improve the attractiveness of their offers.

### How Business Intelligence Can Help an organization

From glancing at the list of benefits stated in the survey results, above, it's clear that business intelligence can help tremendously with business processes.

- The improved planning and analysis can be used to tighten processes, focus business operations, and use data to drive decision making.
- More accurate data means better decisions. Accuracy also improves confidence in business forecasting. When you know that you can rely on your data, you can make better guesses about what the future of your business entails.

- Improvements in the sales forecasting process also help companies with budgeting, marketing, and more. The more accurately you can forecast sales, the better you can plan your entire company budget.
  - And of course, improvements made to product offerings and prices aligned with the marketplace can help you sell more, which in turn improves revenues.
  - **Determine the ROI of your marketing strategy** - "In a market saturated with apps, social media platforms, analytics tools, and pay-per-click campaigns, business intelligence is crucial in helping small businesses figure out if the marketing strategy they've invested in is producing ROI (return on investment).
  - **Get a single, consolidated view of your customers-** Business intelligence is having access to all your business data, regardless of platform, in a singular, unified dashboard. This can include customer data from your CRM system, email marketing, and website engagements tracked in your data management platform, customer interactions on user chat tools like Intercom.io — all aggregated into a single holistic view of the customer and their interactions with your business.
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Thank you