

INFS5700

Assignment Project Exam Help

Introduction to Business Analytics

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Week 7 Tutorial Activity

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(T2 2022)

Agenda

- Admin

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- Business Analytics Methodology Workshop:
Trussell Trust

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Team Assignment Reminder

- Oral presentation during Week 10 tutorial
- Visual report & Presentation slide deck due on **Monday 1 August 2022, 4:00 PM Sydney Time**
- Team effort and collaboration is an absolute must (Equal contribution expected, No free riders will be tolerated)
- If there are any difficulties experienced in the team, raise it with your tutors ASAP!!
- Ensure clear communication, preferably email if peer assessment is required (Record all communications)

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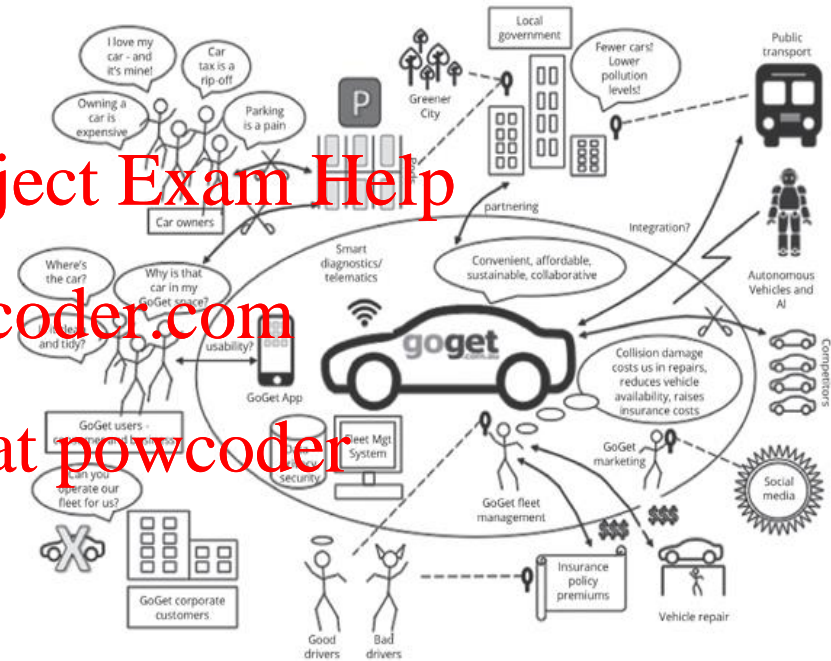
Business Analytics Methodology Workshop: Trussell Trust

- This activity involves applying Business Analytics Methodology (BAM) to analyse Trussell Trust, an organization that operates the largest foodbank network in the UK and help the organization to identify analytical opportunities that are in line with their strategic priorities. Make sure you have done some research about Trussell Trust ([The Trussell Trust - Stop UK Hunger](#)) to gain understanding of the organization, this include but not limited to their business model, vision and value strategic plan, etc.
- Work with your group to complete the following tasks:
 - Create a rich picture (25 minutes)
 - Construct root definition (15 minutes)
 - Create a business model canvas (25 minutes)
 - Identifying analytics opportunities with the business model canvas (20 minutes)
 - Classifying analytics opportunities with the leverage matrix (15 minutes)

Create a rich picture (25 mins)

- Purpose

- Rich picture helps to identify a range of factors (e.g., data, organization, technology, process, etc.) affecting analytics development and value creation in an organization
- It helps to identify strategic issues and priorities of an organization



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Create a rich picture (25 mins)

- Activity instructions

- Create a rich picture that conveys the organisational context in which business analytics will be (or is being) deployed at Trussell Trust. Identify potential business issues and challenges that Trussell Trust is facing, taking into account of their strategic priorities.
- Use a mix of hand-drawn graphics, images, and icons to create your rich picture. One of the popular tools to draw a rich picture is [Miro](https://miro.com) (you will need to sign up to Miro before start drawing). Alternatively, you can use other conventional tools, such as **Microsoft PowerPoint** to draw a rich picture.
- Based on the rich picture you have created, what barriers must Trussell Trust address in order to build its business analytics capability? What actions do you recommend?

Construct root definition (15 mins)

- Purpose

- A root definition is a short textual definition of the purpose and means of the system to be modelled. The root definition should tell us what the system will do (X), how it will do it (Y) and why it is meaningful for it to be done (Z).

- This can be encapsulated in template form as: A system to do X, by (means of) Y, in order to do Z

	Scenario 1	Scenario 2	Scenario 3
What does the organization do (X)?	Reduce traffic congestion	Create a community of like-minded (environmentally conscious) members	Enable individuals and organizations to reduce their transport costs
How does the organization do it (operations, Y)?	By promoting journeys using car-sharing rather than individually owned cars	By working with local councils and public transport providers to create a joined-up approach to transport	Creation of a scalable vehicle sharing technology platform available to consumers and business organizations
Why does the organization do what it does (strategic aims, Z)?	To improve the environment of the city (pollution levels, noise, pedestrian safety)	To improve local community cohesion and to promote awareness of environmental issues	To create a profitable and scalable commercial IT product

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Construct root definition (15 mins)

- Activity instructions

- Create three different scenarios, each reflecting a different mission and purpose for your case organisation - Trussell Trust. The template of the table is given on the right.
- Select one of your scenarios and express it as a root definition in a single sentence. Your selected root definition should be one that captures the mission and purpose of your case organisation.

Purpose	Scenario 1	Scenario 2	Scenario 3
What does the organisation do (X)?	X	X	X
How does the organisation do it (operations, Y)?	X	X	X
Why does the organisation do it (purpose, Z)?	X	X	X

GoGet reduces traffic congestion
by
promoting journeys using car-sharing, rather than journeys by individually
owned cars,
in order
to improve the environment of the city, as measured by reductions in
pollution and noise levels and increased pedestrian safety

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Create a business model canvas (25 mins)

- Purpose

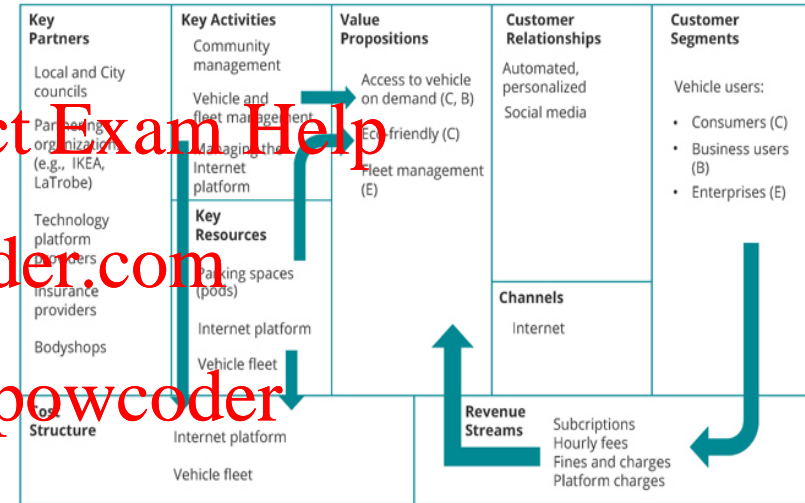
- The Business Model Canvas is a template to define a new or existing business model. It divides the processes and internal activities of a business into nine different categories, each representing a building block in the creation of the product or service
- It helps to understand value creation and value capture by the business model of an organization

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
8. Who can help us leverage our business model?	7. What activities do we need to be able to perform well?		Channels	1. Who are we creating value for?
	Key Resources			
	9. Which assets are indispensable in the business mode? What infrastructure is needed to create, deliver and capture value?		3. Through which touch points (channels) do we deliver value to the customer?	
Cost Structure	9. Given the business model infrastructure, what is the cost structure?		Revenue Streams	5. What are the pricing mechanisms that will capture value from customers?

Create a business model canvas (25 mins)

- Activity instructions

- Create a BMC reflecting one aspect of Trussell Trust's current business model. This should involve a number of iterations and the final BMC should be deceptively simple (it is easy to produce a BMC with a lot of text) and should convey the essence of what your case organisation does to sustain itself. If possible, walk someone through your BMC to check that your BMC has face validity. The template will help you to create BMC.



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Identifying analytics opportunities with BMC (20 mins)

- Purpose

- Use BMC developed to identify leverage points for business analytics – the application that are most likely to lead to creation of value and the best use of scarce resources

- The components of BMC are systematically mapped in matrix form against potential analytics applications

Canvas element	Business questions/issues	Potential applications of analytics
Customer segments	What sub-types of customer do we have?	Customer segmentation models
	What motivates customers to use GoGet? To stop using GoGet?	Behavioural models of individual customers
	How can we increase GoGet usage by existing customers?	Customer churn prediction
Value propositions	Are customer mobility needs being met? Is the environment being improved?	Environmental impact modelling Customer satisfaction modelling
Revenue streams	Which pricing strategies work best?	Pricing models, including experimentation (e.g., dynamic pricing)
Channels	Which channels (combination of channels) are best for communicating with customers?	Modelling and assessment of different channels and communication methods, e.g., browser-based, app-based, call centre, social media, print media, above-the-line advertising
Customer relationships	How can service interaction be personalized?	Experimentation and modelling of relationship building, e.g., use of social media platforms Customer lifetime value modelling

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Identifying analytics opportunities with BMC (20 mins)

- Activity instructions

- Thinking about Trussell Trust, create analytics opportunity matrix for each of the elements of the BMC. If analytics opportunities are not apparent for a particular element of the BMC then enter “n/a”.

Canvas element	Business questions/issues	Potential applications of analytics
Key activities	Where should vehicles be located? Do we have the right vehicle available in the right place at the right time?	Geospatial mapping of vehicles to visualize coverage, location of service users, travel times, journeys, distances Geospatial analysis to predict how many vehicles and of what type are needed Short-term predictive modelling of vehicle location Simulation and optimization of vehicle fleet operations
Key resources	Vehicle fleet How should the Internet of Things be developed and maintained? How can best use of the parking pods be made?	Vehicle reliability modelling to help select vehicle supplier and model Predictive modelling of technology platform performance (e.g., coping with peak times) Pod utilization modelling and optimization
Key partners	Which organizations are most likely to outsource their fleet operations? Which body shop performs best?	Profiling of potential enterprise fleet customers to support sales and marketing Analysis of body shop performance (quality, time, cost)
Cost structure	Can costs be reduced? Collisions, insurance claims, vehicle reliability, vehicle recovery	Analysis of collision data and predictive modelling of at-risk drivers Identification of drivers who may fail to return their vehicle or return it damaged

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Classifying analytics opportunities with the leverage matrix (15 mins)

- Purpose

- To categorise a large number of opportunities identified in the opportunity matrix and to reduce this to a working list of potential projects.

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- The leverage matrix is created by considering two dimensions, i.e., perceived difficulty and potential for value creation. Together, they give four quadrants:

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- ❖ *Quick wins*: These are high-value areas where analytics can be applied to create value with relative ease (e.g. using technologies and techniques that are tried and tested).
- ❖ *Major projects*: These are also high-value areas, but they are considered more difficult to achieve.
- ❖ *Fill-ins*: These are lower-value projects, but as they are not considered to be difficult to implement, they may still merit inclusion.
- ❖ *Hard slogs*: As these analytics projects are likely to be low in value and difficult to achieve, they are best avoided.

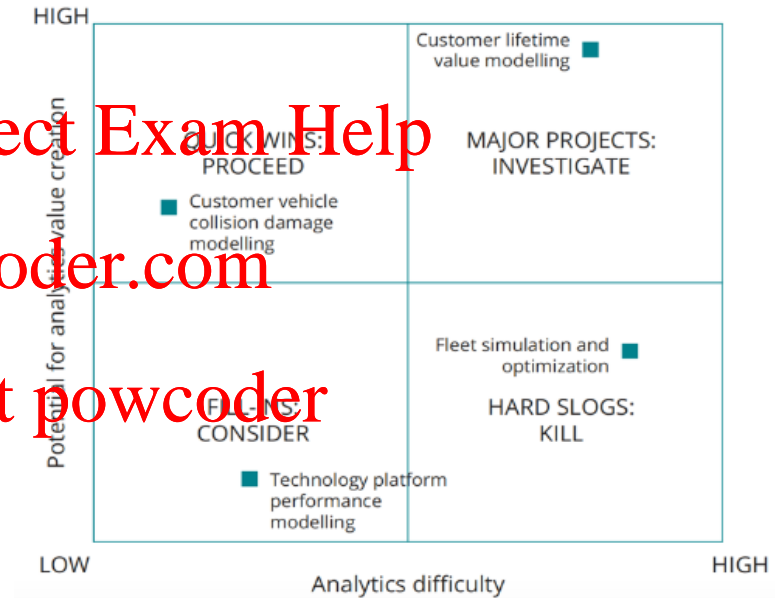
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Classifying analytics opportunities with the leverage matrix (15 mins)

- Activity instructions

- Use the opportunity matrix created by you in the analytics opportunity matrix activity and create an analytics leverage matrix

- What are the top three projects that should be considered in Trussell Trust's analytics portfolio? Why?



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Wrap Up

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