

# Assignment Project Exam Help

## Introduction to Business Analytics

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Week 7: Business Analytics Methodology

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(T2 2022)

# Australian Business Essentials is back for T3!



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The Career Accelerator team is pleased to announce the re-launch of our Australian Business Essentials (ABE) co-curricular program for Term 3. Australian Business Essentials is a 7-week program running from Week 6 that offers you the opportunity to develop your professional communication skills and gain a good understanding of Australian workplace culture. You'll also be able to volunteer with an Australian non-profit organisation, giving you the chance to apply everything you've learnt throughout the program. EOIs are now open! Details here: <https://www.unsw.edu.au/business/student-life/career-accelerator/postgraduate/postgraduate-mentoring/australian-business-essentials>

Please note that ABE is designed for postgraduate international students, and that it can be done fully online for students based offshore. If you have any questions, please email [careeraccelerator@unsw.edu.au](mailto:careeraccelerator@unsw.edu.au)

# Agenda

- Recap on Dashboards Best Practice  
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- Topic on Business Analytics Methodology  
(BAM) <https://powcoder.com>

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# Dashboards Best Practice

- Step 1: Objectives  
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- Step 2: Sketch  
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Step 3: Prototype and Refine

# Step 1: Objectives

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OBJECTIVES



# Step 2: Sketch

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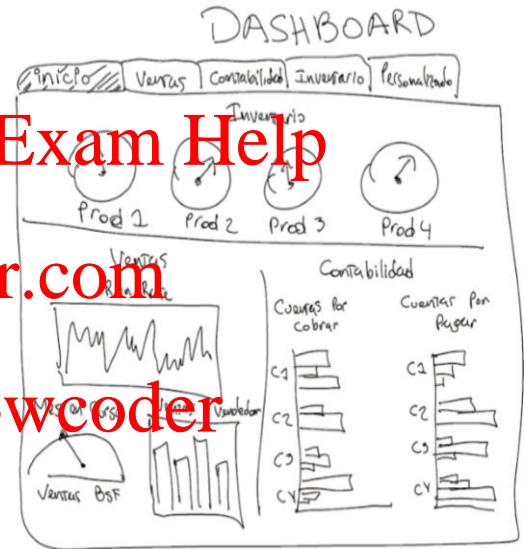
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# Step 3: Prototype and Refine

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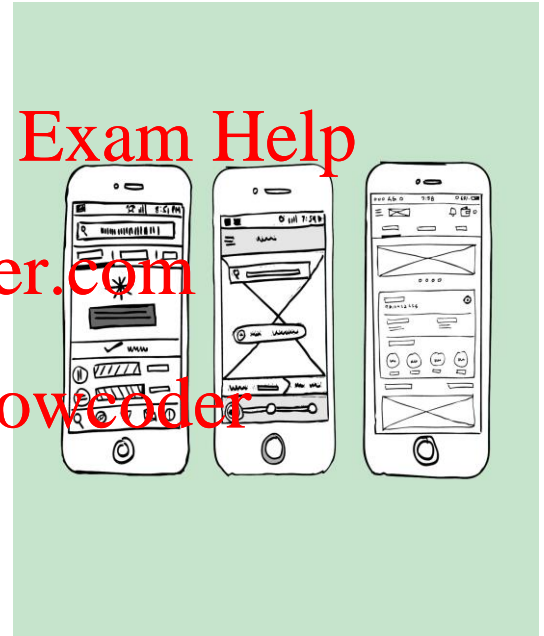
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# Business Analytics Assignment Project Exam Help Methodology <https://powcoder.com> (BAM)

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# Business Analytics Methodology (BAM)

- It provides managers with a process framework and a practical set of tools for developing and analysing an organization's business model and analytics portfolio

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- The purpose of BAM approach is to support an organization in gaining value from BA from initial thoughts right through to completed analytics

# Business Analytics Methodology (BAM)

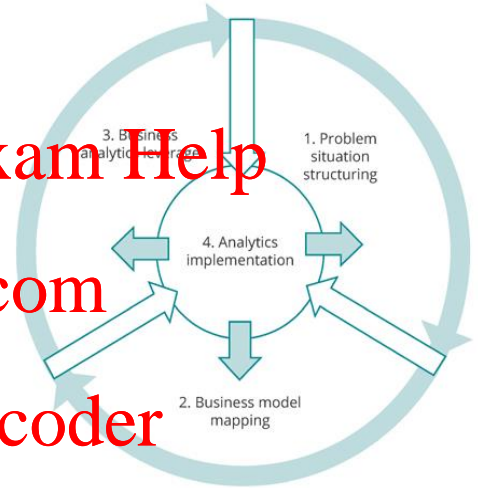
- A top-down analysis process that focuses on the business model of the organization and seeks to develop a business analytics development portfolio



- A bottom-up approach that is grounded in data, tactical work, model building, and technology

# Business Analytics Methodology (BAM)

1. Problem Situation Structuring
2. Business Model Mapping
3. Business Analytics Leverage
4. Analytics Implementation



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# Business Analytics Methodology (BAM)

1. Problem Situation Structuring

2. Business model mapping

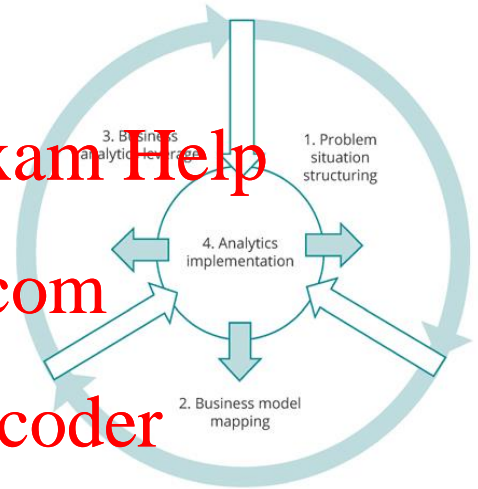
3. Business Analytics Leverage

4. Analytics Implementation

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# Problem Situation Structuring

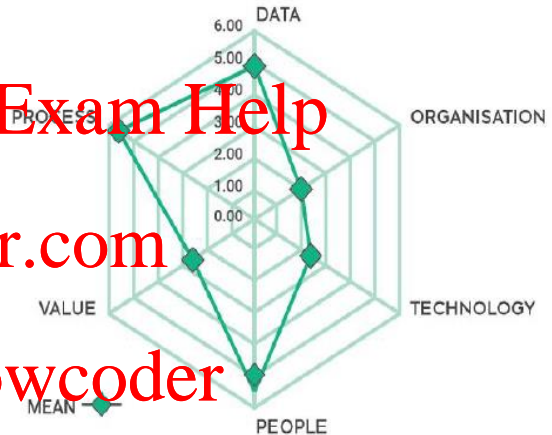
- Business Analytics Capability Assessment (BACA)  
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- <https://powcoder.com>  
Rich Picture  
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# Business Analytics Capability Assessment (BACA)

- BACA is conducted through a survey, which covers six areas that would affect analytics development and value creation

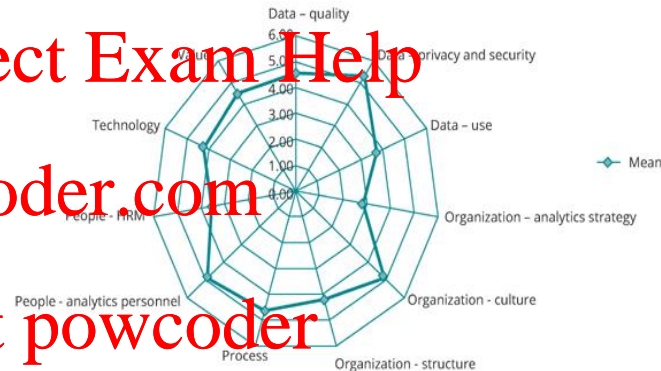
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- It helps the organization understand where they stand/are in terms of their readiness for implementing business analytics and current analytics capability



# Business Analytics Capability Assessment (BACA)

- Analytics strategy scores the lowest, whereas data privacy and security scores highest
- Organizations know importance of data protection and are gearing up with analytics people, but analytics strategy is less developed



BACA radar chart (Viden, 2017)

# Problem Situation Structuring: Rich Picture

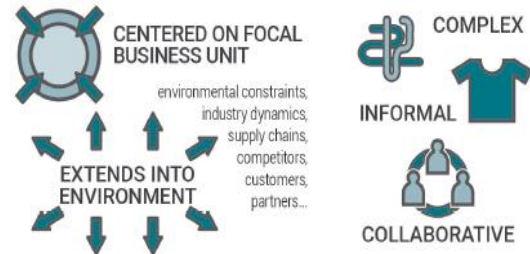
- It tries to mirror/simulate the complex situation in which the organization is operating

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- It centers on the focal business unit, but with boundaries extending into the environment to provide a holistic perspective

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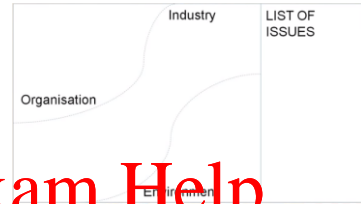




# Rich Picture Drawing Tips

1. It's not about the picture!

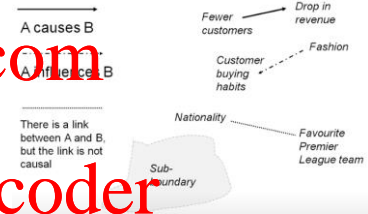
2. Use a structure



3. Create an issues list

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4. Decide the focus



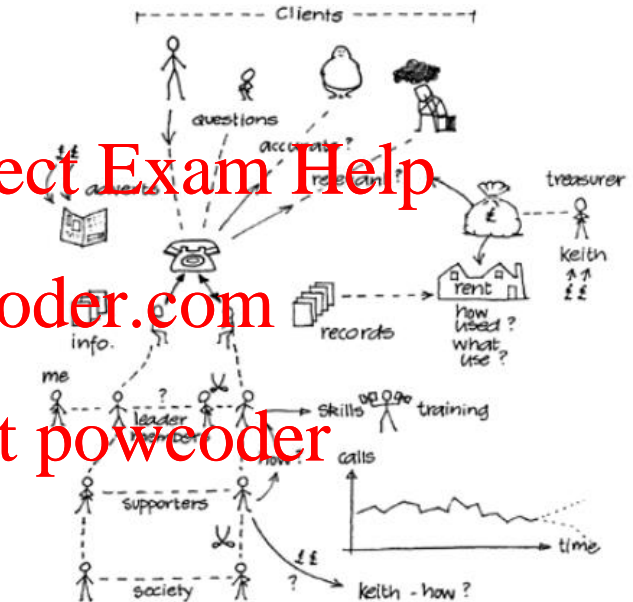
5. Focus on relationships

6. Create an icon set



# Rich Picture Drawing Tips

- Drawing elements
  - pictorial symbols; keywords; cartoons; sketches; symbols; title
- Conventions
  - To help interpret a situation, choose symbols, scenes or images that represent the situation
  - Put in whatever connections you see between your pictorial symbols
  - Avoid too much writing



# Rich Picture Example - GoGet

- Australia's largest car-sharing organization
- Exchange private car ownership to hourly access to a set of shared local vehicles
- Reduce traffic and parking congestion in major urban areas
- Expand business from B2C to B2B arena



[GoGet - Australia's Leading Car Share Network](#)

# Rich Picture Example - GoGet

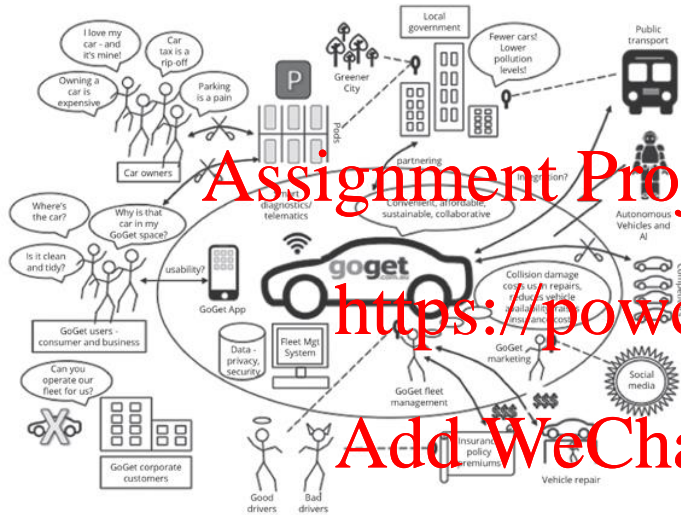


**Before**

*Some strategic issues/priorities were identified:*

1. Convenience and reliable service are essential for customer acquisition and retention
2. Local government is a key partner
3. Access to parking pods is fundamental to the business
4. Vehicle availability needs to be maximized
5. Vehicle insurance and vehicle repair costs need to be managed
6. The booking platform and fleet management technology is a key asset

# Rich Picture Example - GoGet



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**After**

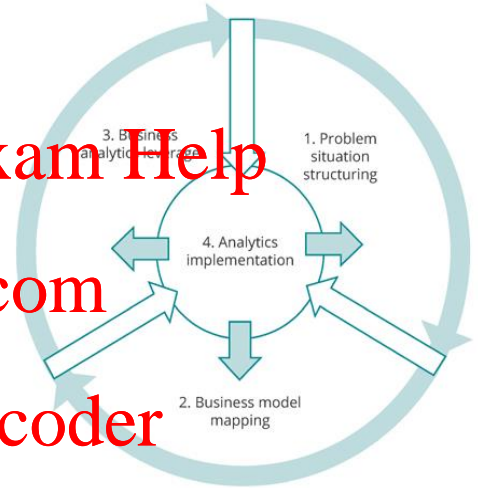
# Business Analytics Methodology (BAM)

1. Problem Situation Structuring

2. Business Model Mapping

3. Business Analytics Leverage

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# Business Model Mapping

- Business Model Canvas  
Assignment Project Exam Help
- Root Definition  
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BUSINESS  
MODEL  
MAPPING



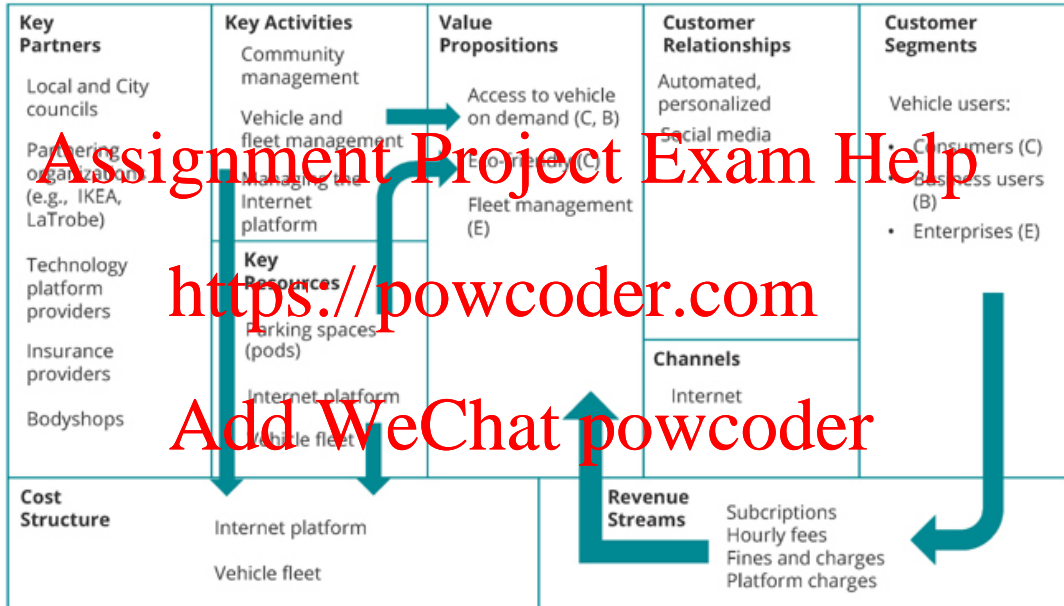
# Business Model Canvas

- 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  8. Who can help us leverage our business model?	Key Activities  7. What activities do we need to be able to perform well?	Value Propositions  What is the business creating products and services that will create value for the customer?	Customer Relationships  4. What relationships are we building with our customers? How do we acquire and retain them?	Customer Segments  1. Who are we creating value for?
	Key Resources  6. Which assets are most valuable to the business model? What infrastructure is needed to create, deliver, and capture value?		Channels  3. Through which touch points (channels) do we deliver value to the customer?	
Cost Structure  9. What are the business model infrastructure, what is the cost structure?		Revenue Streams  5. What are the pricing mechanisms that will capture value from customers?		

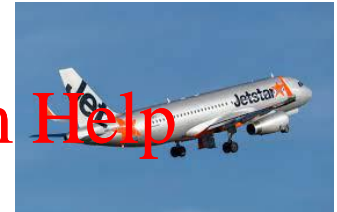


# Business Model Canvas Example - GoGet



# Exercise – Developing a Business Model Canvas for a Budget Airline

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?	2. What is the bundle of products and services that will create value for the customer?	4. What relationships are we building with our customers? How do we acquire and retain them?	3. Who are we creating value for?
Key Resources		Channels		
6. Which assets are indispensable in the business mode? What infrastructure is needed to create, deliver, and capture value?		1. 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?	



# Root Definition

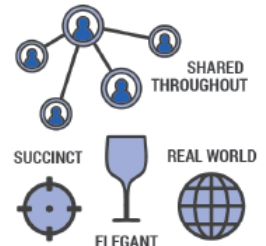
- It is a short textual definition that capture the purpose of the organization

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- Essentially, it addresses the purpose, operations, and strategic aims of the organization. It should tell us what the system will do (X), how it will do it (Y), why that is meaningful (Z)

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# Root Definition Example - GoGet

- It can be encapsulated in template form as:

A system to do **X**, by (means of) **Y**, in order to do **Z**

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	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 consumer 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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# Root Definition Example - GoGet

- It can be encapsulated in template form as:

A system to do **X**, by (means of) **Y**, in order to do **Z**

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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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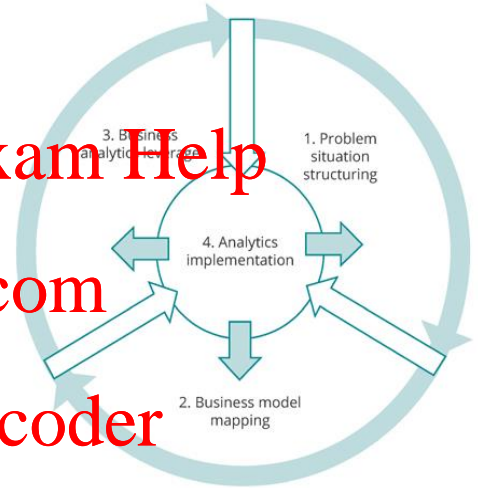
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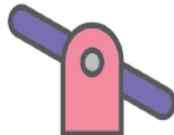
# Business Analytics Leverage

- Opportunity Matrix  
**Assignment Project Exam Help**
- Analytics Leverage Matrix  
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BUSINESS  
ANALYTICS  
LEVERAGE



# Opportunity Matrix

- It uses 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

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# Opportunity Matrix Example - GoGet

- Front-office business analytics opportunities matrix for GoGet

Canvas element	Business question/issues	Potential applications of analytics
Customer segments	<p>What sub-types of customer do we have?</p> <p>What motivates customers to use GoGet? To stop using GoGet?</p> <p>How can we increase GoGet usage by existing customers?</p>	<p>Customer segmentation models</p> <p>Behavioural models of individual customers</p> <p>Customer churn prediction</p>
Value propositions	<p>Are customer mobility needs being met?</p> <p>Is the environment being improved?</p>	<p>Environmental impact modelling</p> <p>Customer satisfaction modelling</p>
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?	<p>Experimentation and modelling of relationship building, e.g., use of social media platforms</p> <p>Customer lifetime value modelling</p>

# Opportunity Matrix Example - GoGet

- Back-office business analytics opportunities matrix for GoGet

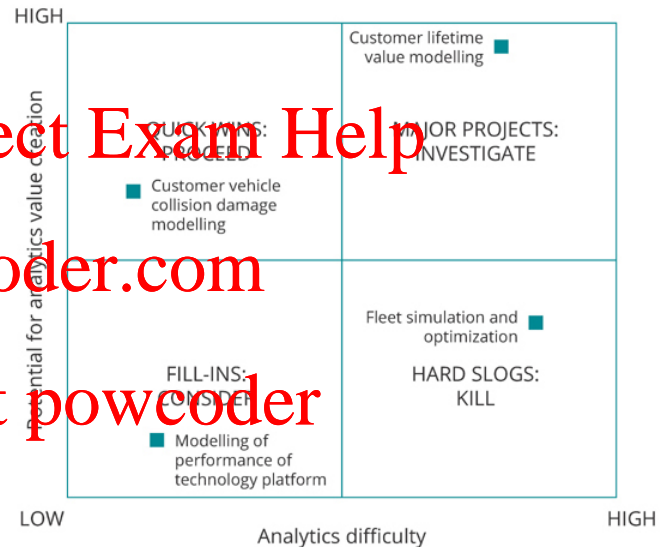
Canvas element	Business question/issues	Potential applications of analytics
Key activities	Where should vehicles be located? Do we have the right vehicle available in the right place at the right time?	Geospatial mapping of vehicles to visualize coverage, location of service users, travel times, journeys, 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 platform 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 operation? 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

# Analytics Leverage Matrix

- To categorise a large number of opportunities identified in the opportunity matrix and to reduce this to a working list of potential projects
- The leverage matrix is created by considering two dimensions, i.e., **perceived difficulty** and **potential for value creation**. Together, they give four quadrants:
  - **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 slog:** As these analytics projects are likely to be low in value and difficult to achieve, they are best avoided

# Analytics Leverage Matrix Example - GoGet

- *Quick wins*: Building a predictive model to identify customers at high risk of causing vehicle damage
- *Major projects*: Modelling customer lifetime value (a key part of managing customer loyalty and revenue generation)
- *Fill-ins*: Predictive modelling of performance of technology platform (but not currently a business priority)
- *Hard slogs*: Optimizing the fleet through simulation models



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**Questions?**

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