

## Business Analyst Capstone

This project-based course was designed to help you apply what you have learned in the Business Analytics Specialization courses. You'll use what you've learned in developing an answer to the following question:

How can data-driven analysis be used to construct a strategy that GYF (and companies like it) could employ to deal with the threat posed by ad blocking software?

Business Analyst will take the form of a PowerPoint presentation (template provided below) in which you analyze the problem, propose a data-driven strategy, describe the anticipated effects of the strategy, and describe how you will measure these effects using data.

You will most likely rely on some courses, or parts of courses, more than others. That's OK. Individual strategies will differ and may therefore require different data-driven approaches. This project is challenging, and there is no one right answer.

To support you in creating a successful strategy, we've divided the assignment into four separate parts, each of which will be part of a peer review and revision process. They are:

1. Problem Statement. What problem(s) does ad blocking software present to a firm like GYF in its ability to attract and maintain advertisement-buying customers.
2. Your Strategy for addressing the problem.
3. The anticipated Effects of your strategy.
4. How you will Measure the success of your strategy\*

### I. APPLICATION EXERCISES:

You have a lot of flexibility in how you develop your project; any presentation grounded in a data-driven approach to solving the problem of ad blocking is a potentially successful project. In order to provide an opportunity to practice applying specific concepts from the Business Analytics Specialization courses, we've included four "Application Exercise" in which you are asked to use a specific analytical technique from one of the four underlying Specialization courses. These Application Exercises are intended to supplement each of the pieces of your project that you submit for peer review - they are not the entire assignment. The Application Exercises are not required to receive a passing grade on the various elements of the Capstone. But they are worth at least one "point" in the peer review rubric, so you should provide a response to them if you want a chance to receive all available points on each element of the project.

More information about the Application Exercises is provided in the applicable Module (look for the link that says "Application Exercise"). The exercises are:

1. Application Exercise 1 (response to be submitted with your Problem Statement in Module 2) – Recommending Customer Analytics Research Methods to Explore Your Problem.

Management wants certain reports at the end of the day. Please give the report formats for the following reports: Total sales of the day by dine in customers Total sales of the day by home delivery customers Total sales of the day (home delivery and dine in customers consolidated) Name the top 10 most sold dishes for the day Total sales every weekend (to be done by inputting the dates) Total sales every month (to be done by inputting the dates) List of dishes not sold in the current month (this is to phase out dishes that customers are not ordering) Total sales across all cities Total sales for each city.

## Project No 1. Amazon Pantry

1. Stakeholders:
2. Future Process map:
3. feature ABC Pantry:
  - Menu List
  - Search Facility
  - Generate Bills
  - Table reservation
  - Table Layout
  - Generate certain reports
  - Login and change password facility
  - payment gateway
  - feedback form
  - supplier
  - Restock

### 4. In Scope: To Define boundaries in system

- Payment system
- Identify best-selling categories
- Payment gateway
- budget planning
- increase supplier
- Increase market area

### Out Scope: To define something client ask to do

- Inventory
- Project layout
- share market

5. Functional:
  - Payment should clear
  - Password change
- Non-Functional:
  - Availability of the system
  - Capability for the budgeting Availability for the

## Task 2

The screenshot shows a Microsoft Excel spreadsheet with the following data:

ID of User	Goal	Reason	Acceptance Criteria (Testing Criteria)	Priority
1	I want to search menu items in the new software	It will be easier to look for available items	User is able to easily search items	1 High
2				2 Medium
3				1 Medium
4				2 Low
5				2 Low
6				1 Medium
7				2 Low
8				2 Medium
9				4 High

The Excel interface includes the ribbon (File, Home, Insert, Page Layout, Formulas, Data, Review, View, Help), the formula bar, and the status bar. The spreadsheet is titled 'Sheet1' and is located in the 'Data Set' folder.