

20IT7403 A - BUSINESS INTELLIGENCE

**A.Y. 2022-23**

**HOME ASSIGNMENT-1**

**Group: 2 students**

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| **Group** | **Questions** | **CO** | **BTL** |
|  | Remodeling advertising pricing strategy with Data analytics using BI strategies | CO3 | **Apply** |
|  | Using predictive model to boost customer retention for a fast growing pharmacy chain. | CO3 | **Apply** |
|  | Improving patient satisfaction rate using Data-driven decisions | CO2 | **Apply** |
|  | Optimizing sales team’s efficiencies with business intelligence for a pharmaceutical manufacturing giant | CO3 | **Apply** |
|  | Improving production efficiencies and order execution time for manufacturing company | CO2 | **Apply** |
|  | Increasing profitability using BI and data analytics for the wholesale and distribution business | CO2 | **Apply** |
|  | Optimizing HR team’s efficiencies with Attrition & Recruitment Analytics | CO3 | **Apply** |
|  | Improve productivity & boost campaign roi with bi solutions & analytics for lead generation industry | CO3 | **Apply** |
|  | Time is money and financial executives know that better than anyone else in the company. Don’t waste more time awaiting decisive reports and analyses from the IT department. datapine’s finance analytics software brings it all together for you and create out of your financial data beautiful yet striking insights that will enable you to draw the big picture everyone needs. | CO4 | **Apply** |
|  | Human Resources are a big deal in every company. They are people in charge of people, fostering the company’s culture and values to everyone. From recruitment to retention, HR juggle with a lot of different elements that are crucial to assign the right person to the right position.HR analytics provide you with a unique global view of all your HR data, helping you keeping the pulse of your workforce. | CO4 | **Apply** |
|  | Empower your executives with our business intelligence software that lets them keep track on their various units and specific achievements. Stay tuned on your performance evolution with real-time metrics, and grasp the overall view of your business in no time. | CO4 | **Apply** |
|  | Sales analytics are important for the understanding and predictions of future sales trends. At the same time, they provide information on the sales people, where they perform best and what they can improve. The pressure they are under cannot allow them to waste hours on building reports: Centralize all your metrics on one approachable platform, while you stay busy closing more deals. | CO1 | **Apply** |
|  | Get closer to your customers and anticipate their future needs. Get a holistic view of your strengths and weaknesses to stay on top in today’s always more competitive markets. | CO3 | **Apply** |
|  | Implementing the various transformational projects that often falls to the IT department will no longer be a hardship or a failure. Manage your data in real-time so as to have up-to-date, useful metrics in order to spot problems early enough and tackle them immediately. | CO3 | **Apply** |
|  | Time is money and financial executives know that better than anyone else in the company. create out of your financial data beautiful yet striking insights that will enable you to draw the big picture everyone needs. | C03 | **Apply** |
|  | Human Resources are a big deal in every company. They are people in charge of people, fostering the company’s culture and values to everyone. From recruitment to retention, HR juggle with a lot of different elements that are crucial to assign the right person to the right position. provide a unique global view of all your HR data, pulse of your workforce. | CO4 | **Apply** |
|  | Advanced analytics ROI: provide greater insight for management of its alumni and donor engagement continuum. to improve engagement, increase major and annual donation rates, and increase staff productivity. | CO4 | **Apply** |
|  | examine the use of Insurance to measure the benefits of predictive analytics. Analysts found benefits including the detection of a fraud ring in the first 30 days of use, ability to accelerate 50 percent of processing claims, and savings equivalent to the cost of 30 external assessors.  https://nucleusresearch.com/research/single/ibm-roi-case-study-santam-insurance/ | CO4 | **Apply** |
|  | Customer’s growing business, recent acquisitions, and evolving data and analytics landscape (including cloud migration) required a change in how its staff leverages data and derives actionable insights. The existing data analytics setup had too many moving parts; the company’s strategy needed an overhaul. Moreover, expectations regarding data and analytics were higher than ever before.  <https://www.infocepts.com/resources/case-studies/accelerated-data-provisioning-improves-time-to-value/> | CO4 | **Apply** |
|  | Predictive analytics to provide better insight into how its sales, operations, and services impacted margins and customer satisfaction. In looking at the deployment  https://nucleusresearch.com/research/single/ibm-smarter-commerce-spss-roi-case-study-mueller/ | CO4 | **Apply** |
|  | Using people analytics to drive business performance :Define the goals for the effort and then translate the full range of frontline employee behavior and experience into data that the company could model against actual outcomes.  https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/using-people-analytics-to-drive-business-performance-a-case-study# | CO4 | **Apply** |
|  | eCommerce Company Evaluation: Prepare a summary of current state the business, current customer satisfaction, and a proposal of 2-3 areas where the company can improve. | CO4 | **Apply** |
|  | Survey the literature from the past six months to find one application for DSS, BI, and analytics. Summarize  the applications on one page, and submit them with the exact sources | CO1 | **Understand & Analyze** |
|  | Examine, using examples, the terms ‘Business Process’ and ‘Supporting Processes’  Compare the types of support available for business decision-making at varying levels within an  organization | CO1 | **Understand & Analyze** |
|  | Design a business intelligence tool, application or interface that can perform a specific task to support problem-solving or decision making at an advance level | CO2 | **Understand & Analyze** |
|  | Implement a solid Business Intelligence (BI) system, companies can effectively store and analyze this data to make sure they’re evolving just as quickly as the retail industry.  The goal with any BI tool is to provide increased visibility into day-to-day operations. | CO4 | **Apply** |

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| Course Coordinators | Dr.G.JayaLakshmi |  |
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| Program Coordinator | Dr G.Kalyani |  |
| Head of the Department | Dr M.Suneetha |  |