

20IT7403 A - BUSINESS INTELLIGENCE

**A.Y. 2022-23**

**HOME ASSIGNMENT-2**

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| **S.No** | **Questions** | **CO** | **BTL** |
|  | Financial services provider: this financial company was unable to track financial data in real time and generate valuable insights needed to ensure their vendor payment, managed by the accounts payable department, is accurate and fast. | **CO4** | **Apply** |
|  | Human resource department in a corporate setting :A comprehensive view of the entire recruitment process. The performance of the team should be tracked on a weekly basis.Providing a foundation for weekly meetings |
|  | Sales department distributed over multiple continents |
|  | Corporate IT department with security concerns |
|  | Sales intelligence, and business development |
| https://www.datapine.com/blog/analytics-and-bi-projects-examples-templates/ | |
|  | Multi-channel customer service team looking to improve their service quality |
|  | Use datasets from kaggle: https://www.kaggle.com/getting-started/235636 |  |  |
|  | Digital marketing reporting was time-intensive, manual, and inefficient. | **CO4** | **Apply** |
|  | Difficulty tracking membership metrics with 90 terabytes of data. | **CO4** | **Apply** |
|  | Correlating sales data with weather and traffic data can help retailers predict patterns of demand, enabling them to outsmart their rivals | **CO4** | **Apply** |
|  | Address how BI software was used to get insight into data faster and stay ahead of the competition by taking example of Vision Media supercharges uploads for film and TV awards voting | **CO4** | **Apply** |
|  | Focus on inter-relationship of business needs and the IT technologies. Illustrates of transforming a traditional online  transactional processing (OLTP) system towards building an  online analytical processing (OLAP) solution. | **CO4** | **Apply** |
|  | Complex analytics without ease, speed and flexibility for critical decisions. presented certain issues in fully meeting their users’ BI needs:   * Complexity in navigating, creating and sharing content * Lack of multi-tenancy integration * Needed client software and turnaround time on the client’s side | **CO4** | **Apply** |
|  | Lack of data integration, non-streamlined operations and missed customer relationship management opportunities. create a connection with the clients, rather than just selling a car. In addition, when clients request to cancel their warranty service, the dealership can offer to switch to a new car, and acquire loyal clients. | **CO4** | **Apply** |
|  | Improving flow of data for staff and visitors to enhance monthly reporting and deliver real-time patient updates with context | **CO4** | **Apply** |
|  | Enhance monthly reporting and flow of information to better help communicate critical insights for leadership analysis | **CO4** | **Apply** |
|  | The company’s development team consumed large amounts of time to change it and align requirements from their users. It also could not visualize a wide variety of data, so their users needed to extract the data from the application and create reports at their end. Recognize required an embedded analytics platform that could assist them in realizing their users’ many needs. | **CO4** | **Apply** |
|  | TCV reports off a number of datasets, including financial performance, funding and liquidity, profit, market risks and risk metrics of how the business runs, with one large treasury system that is the main feed and several others running into it. With many data sources and reports to accommodate, its team needed a BI solution that could offer a level of automation, consolidation and streamlining to bring together key datasets and improve the efficiency of self-service BI fast. | **CO4** | **Apply** |
|  | Create a visually engaging and interactive output for their financial customers. To do this, the company sought out an analytics partner that could help it quickly build a user interface that displayed the unified data in easy to understand, drillable dashboards. | **CO4** | **Apply** |
|  | Build a search for a new business intelligence (BI) tool that would allow them to further enable their customers’ marketing teams to be more data-driven with their campaigns and allow the use of data visualization to gain a deeper understanding into business performance and make smarter marketing decisions, faster. | **CO4** | **Apply** |
|  | Enhance offering with both self-service reporting and embedded analytical reporting for its customers, it identified the clear need to optimize its current environment first. This required implementing the right analytics and business intelligence solutions in place that could fulfill all its various data-related objectives. | **CO4** | **Apply** |
|  | Required an analytics solution that could support its customers growing analytical requirements. These pain-points formed the drivers behind its decision to pursue a BI and analytics solution, according to Rohan Duncan, General Manager at Auto IT, and opened up a solution delivery consulting arm in the BI part of the business. | **CO4** | **Apply** |
|  | Help clients maximize the value of their data to:   * Optimize processes, improve quality and sustainability, and integrate equipment features * Develop team skills, facilitate collaboration and attract top talent * Diversify activities by offering new services, including equipment forecasting * Improve operating margins and generate new sources of recurring income | **CO4** | **Apply** |
|  | Design and develop a custom long range business planning tool that created faster, more efficient, and more accurate reporting of revenues, operating expenses (OpEx), capital expenditures (CapEx), KPIs, valuations, and forecasts. Saved hundreds of hours of staff time per quarter. | **CO4** | **Apply** |
|  | Develop a comprehensive interactive what-if 10-year industry sales forecast model applying business cycle scenarios, macro/micro economic drivers, and age cohort forecasting, buyer segmentation and market share analysis, cannibalization analysis, and presentation to C-Suite. | **CO4** | **Apply** |
| https://competitiveanalytics.com/case-studies-index | |  |  |
|  | Boeing engaged Competitive Analytics to generate four specific analyses for a multi-family for-sale condominium project in Southern California: 1) Predictive analytics model for both supply and demand of apartment units, 2) Price optimization modeling, 3) Product segmentation analysis and modeling, and 4) Consumer demand analytics utilizing demographic and psychographic modeling. In all cases, Competitive Analytics exceeded expectations while delivering on time and on budget. | **CO4** | **Apply** |

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