

Spot the BI

Uncover BI Features in Action

- Only one member should submit.
- Ensure to mention all names and ERPs of all members.
- **Deadline: Monday, 10th February, 2025 @9.00 am**

Objective

This assignment encourages you to explore e-commerce platforms, identify key Business Intelligence (BI) features, compare them with traditional retail practices, and analyze their impact on customer experience and business operations.

Plagiarism Note

In case of potential plagiarism, copying of entire file or any other indication of plagiarized submission, both teams involved will receive a zero in this assignment. You are encouraged to discuss within the team, explore online and do your own research. However, you must write down your answers in your own words.

Grading Rubric

You will be evaluated on the following:

- Depth and accuracy of identified BI features
- Quality of comparisons and reflections
- Clarity, structure, and presentation of the report
- Class participation in the *Yes, And* Activity

Submission Requirements

Submit your work in a report format: PDF or Word document, including screenshots and concise explanations. Make use of bullet points.

Task

Step 1: Spot the BI Features

- Visit two online stores of different types (e.g., Amazon, Daraz, Foodpanda, Imtiaz, Naheed, or any other e-commerce site) with at least one also having a physical presence.
- Identify and document the following BI elements:
 - Personalized Recommendations
 - Search Filters and Sorting Options
 - Product Dashboards (reviews, ratings)
 - Dynamic Pricing and Promotions
 - Inventory Indicators (e.g., "Only 2 left!")

Step 2: Compare and Reflect

- Contrast the identified BI features with traditional retail practices:
 - Traditional vs. Digital shopping experiences
 - Layouts of stores like Imtiaz/Naheed/Carrefour
 - Differences with Kiryana (local) stores
 - Seasonal changes affecting shopping behavior
 - Customer purchasing patterns

Step 3: Group Reflection

- Reflect as a group on the following questions:
 - Why are these recommendations shown to customers?
 - How does the system know when to send notifications?
 - What types of data are collected by the platform?
 - Why do prices change dynamically?