

Mis

Business, Management



Management Information Systems Chapter 9 Reflecting on the differences between Data mining and reporting systems Data mining systems are used in finding hidden patterns in a collection of data which can be applied in prediction of the future behavior while data reporting systems are used to produce human-readable reports created from several data sources.

Reporting systems are used to pull data from data sources, format the data, organize that data, and display the results (Wiley 79). Data mining systems are used to search for patterns and relationships among data and use the results to make prediction (Wiley 245). Data mining systems are costly compared to data reporting systems. Both these tools are important because they are used to provide critical information to the management board.

2# Ad-serving information

In order to which ad is the best, you look at how frequently the customized webs appear in the server. The one that appears the most times are the best ads. Also by looking at the best ads, you can be able to tell the best format by looking at the format of these ads. The ads that have most clicks can be taken to be the best ones and should therefore be forwarded target IP address. By creating dialogue boxes and feedback forms, users can be able to leave a feedback concerning the same and can be used to ascertain whether the technique is good or not. From the history, information concerning frequently visited IP address can be obtained. By having this data, comparisons can be done with data from other companies and from this the position of the company can be determined.

Chapter 10

1# what is Business analyst

A business analyst is a person in charge of analyzing the organizations business domains in both real and hypothetical manner. A business analyst is endowed with several job responsibilities. First, a business analyst analyzes business processes within the organization to identify inefficiencies (Wiley 49). He provides recommendations for solutions and improvements which can be achieved through adoption of new technology. A business analyst acts as a liaison between different business stakeholders. He does the analysis and communication of stakeholder needs by converting business needs into software requirements. A business analyst does the documentation and evaluation of required information within an organization in order to enhance the success of projects by application of modeling and simulation (Wiley 52).

Business analyst and system analyst are two different persons. In a project, a business analyst comes before a system analyst. A business analyst is a core member of the project team right from the start, but a system analyst only comes in at the system analysis phase. While a system analyst is involved much in the design and testing phase which is a more of a technical role, the business analyst on the other hand does a more complicated duty (Wiley 64). He is typically engaged in a business process work and is involved in strategic level discussions concerning the evolution of corporate strategy and business requirements at large. A business analyst is not necessary an IT expert while a system should be a proficient computer scientist.

A great business analyst should have the following skills and personal traits. He should be a great critical thinker. Business analyst should be imaginative and open minded. He should be able to analyze the attributes of another

individual. He should have some background of business knowledge and some IT knowledge. Good interpersonal, analytical and problem solving skills are other requirements (Wiley 89).

2# Project plan

The system development will encompass the six phases. These include requirements gathering and analysis phase, design phase, coding, testing, deployment, and maintenance (Wiley 199). The first phase involves gathering of the system data and facts. Design phase requires the use of pseudo codes and flowcharts to create system skeleton. Coding is putting the system in a computer code. After which testing is done to remove bugs. Installation is then done followed by continuous maintenance (Wiley 201). In the system definition phase collection of requirements is done. Scrutinizing of the existing system is thoroughly done and then analysis of the proposed system done to find solutions to the limitations.

Work Cited

Wiley. INCOSE Systems Engineering Handbook: A Guide for System Life Cycle Processes and Activities. New York: Wiley, 2015. Print.