



Victoria University of Bangladesh

Assessment Topic:

Final Assessment

Course Title: Management Information System

Course Code: MIS-435

Submitted To:

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Ans: to the question no-01

* Ans:— Yes I have heard the name of world wide web. The world wide web also known as the web ~~www~~ "www" refers to all the public websites or pages that users can access on their local computers and other devices through the internet. These pages and documents are interconnected by means of hyperlinks that users click on for information.

* The world wide web briefly:— The world wide web (www) commonly known as the web, is an information system that enables information sharing over the internet through user friendly ways meant to appeal to users ~~by~~ beyond IT specialists and hobbyists. It allows documents and other web resource to be accessed over the internet according to specific rules of the Hypertext Transfer Protocol (HTTP). Documents downloadable media are made available to the network through web servers and can be accessed by programs such as web browsers. Servers and resources on the world wide web (www) are identified and located

(P.T.O)

through character strings called uniform resource locators. The original and still very common document type is a web page formatted in Hypertext Markup Language. The markup language supports plain text, images, embedded video and audio contents and scripts that implement complex user interaction. The HTML language also supports hyperlinks which provide immediate access to other web resources. Web navigation or web surfing is the common practice of following such hyperlinks across multiple websites. Web applications are web pages that function as application software. The information in the web is transferred across the internet using the Hypertext Transfer Protocol (HTTP).

Website content is provided by a myriad of companies, organizations, government agencies, individual users and comprises an enormous amount of educational entertainment commercial and government information.

The world wide web has become the world wide dominant information systems platform. It is the primary tool billions of people world wide use to interact with the internet.

Ans: to the question no-02

* Ans:- RFID:- Radio Frequency Identification (RFID) is a technology that uses radio waves to passively identify a tagged object. It is used in ~~several~~ several commercial and industrial applications from tracking items along a supply chain to keeping track of items checked out of a library.

/ RFID is a type of passive wireless technology that allows for tracking or matching of an item or individual.

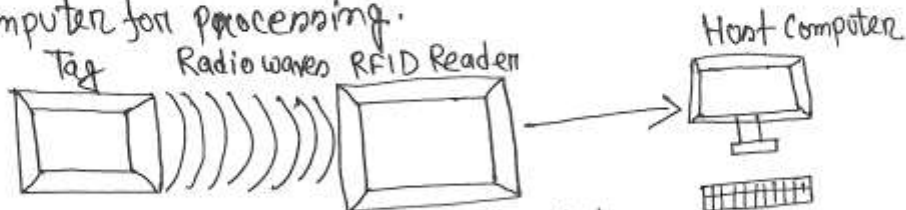
/ The system has ~~two~~ two basic parts - tags and readers. The reader gives off radio waves and gets signals back ~~to~~ from the RFID tag, while the tag uses radio waves to communicate its identity and ~~other~~ information.

/ The technology has been approved since before the 1970s but has become much more prevalent in recent years due to its usage in things like global supply chain management and pet microchipping.

Continental tires experience illustrates some of the powerful capabilities and opportunities provided by contemporary networking technology. The Company uses wireless networking RFID technology, mobile computers and materials inventory management software to automate tracking of components as they move through the production process.

Mobile technologies are creating new efficiencies and ways of working technology for tracking the movement of goods throughout the supply chain. RFID systems use tiny tags with embedded microchips containing data about an item and its location to transmit radio signals over a short distance to RFID readers.

The RFID readers then pass the data over a network to a computer for processing.



A microchip holds data including an identification number. The rest of the tag is an antenna that transmits data to a reader.

Has an antenna that constantly transmits. When it senses a tag it wakes it up, interrogates it, and decodes the data. Then it transmits the data to a host system over wired or wireless connections.

Processes the data from the tag that have been transmitted by the reader.

RFID uses low-powered radio transmitters to read data stored in a tag at distances ranging from 1 inch to 100 feet. The reader captures the data from the tag and sends them over a network to a host computer for processing.

Ans: to the question no- 3

* Ans: Churn Rate:— The churn rate also known as the rate of attrition or customer churn, is the rate at which customers stop doing business with an entity. It is most commonly expressed as the percentage of service subscribers who discontinue their subscriptions within a given time period. It is also the rate at which employees leave their jobs within a certain period. For a company to expand its clientele, its growth rate must exceed its churn rate.

/ The churn rate measures a company's loss in subscribers for a given period of time.

/ Churn rate can be applied to subscription based businesses as well to the numbers of employees that leave a firm.

/ Churn rate and growth rate are diametrically opposite factors, as the former measures the loss of customers and the other measures the acquisition of customers.

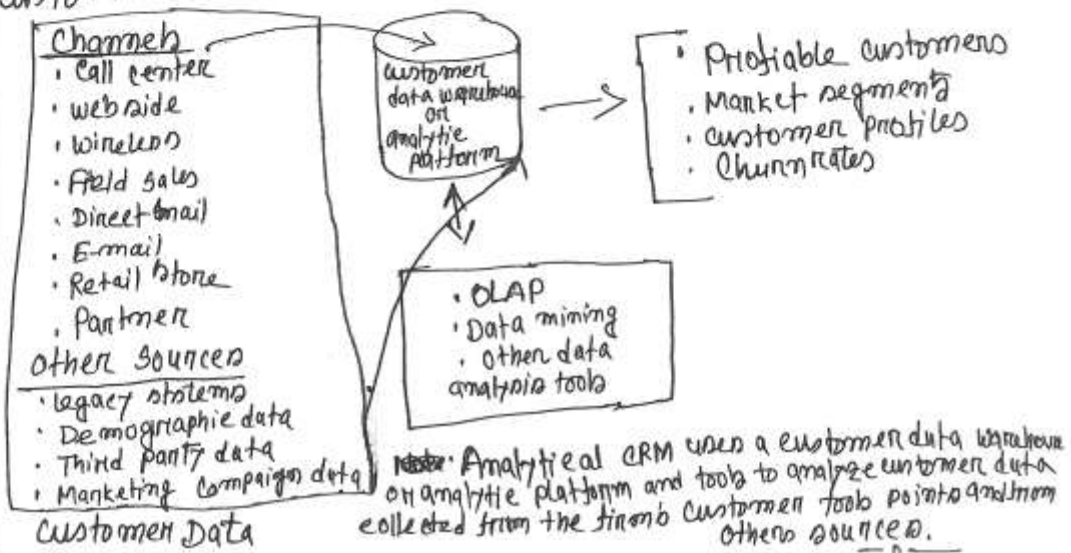
/ Company to experience growth it must ensure that its new subscriptions are higher than its lost subscriptions in a given period.

/ Each industry will have a different average churn rate that companies can compare themselves with to understand their competitiveness.

P.T.O

★ Business value of CRM: - Companies with effective customer relationship management systems realize many benefits, including increased customer satisfaction, reduced direct marketing costs, more effective marketing, and lower costs for customer acquisition and retention. Information from CRM systems increases sales revenue by identifying the most profitable customers and segments for focused marketing and cross-selling.

Customer churn is reduced as sales, service and marketing better respond to customer needs. The churn rate measures the number of customers who stop using or purchasing product or services from a company. It is an important indicator of the growth or decline of a firm's customer base. There are below for analytical CRM -



Ans: to the question no-04

* Ans:- Data Warehouse:- A data warehouse is a type of data management system that is designed to enable and support business intelligence activities, especially analytics. Data warehouses are solely intended to perform queries and analysis and often contain large amounts of historical data. The data within warehouse is usually derived from a wide range of sources such as applications, log files and transaction applications.

A data warehouse centralizes and consolidates large amounts of data from multiple sources. Its analytical capabilities allow organization to derive valuable business insights from their data to improve decision making over time, it builds a historical record can be invaluable to data scientists and business. Because of these capabilities, a data warehouse can be considered an organization's single of truth.

A typical data warehouse often includes the following elements -

- 1 A relational data base to store and manage data
- 1 An extraction, loading and transformation solution for preparing the data for analysis.
- 1 Statistical analysis, reporting and data mining capabilities.

1 Client analysis tools for visualizing and presenting data to business users.

1 other, more sophisticated analytical applications that generate actionable information by applying data science and artificial intelligence algorithms on graph and spatial features that enable more kinds of analysis of data at scale.

Organization can also ~~select~~ select a solution combining transaction processing, real time analytics across data warehouse and data lakes and machine learning in one MySQL Database service without the complexity, latency, cost and risk of extract transform and load duplication.

Data warehouses offer the overarching and unique benefit of allowing organizations to analyze large amounts of variant data and extract significant value from it, as well as to keep historical record. Four unique characteristics allow data warehouses to deliver this overarching benefit. Data warehouse are —

- * ① Subject-oriented — They can analyze data about a particular subject or functional area (such as sales).
- ② Integrated — Data warehouses create consistency among different data types from disparate sources.
- ③ Non-volatile — Once data is in a data warehouse, it's stable and doesn't change.
- ④ Time-variant — Data warehouse analysis looks to change over time.