**MIS 2101 Project 1**

**Business Applications**

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## PART A – Customer Relationship Management

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| QUESTIONS | YOUR ANSWERS |
| Developing a CRM strategy is discussed in chapter 8 of the Valacich book.   * What changes are necessary for an organization to successfully implement a CRM? | * Policies and Business Processes * Customer Service * Employee Training * Data Collection, Analysis, and Sharing |
| In chapter 8 of the Valacich book, the terms ***analytical CRM, collaborative CRM*** and ***operational CRM*** are introduced. According to the book,  What is an ***analytical CRM?***  What is a ***collaborative CRM?***  What is an ***operational CRM?*** | Analytical CRM: Systems for analyzing customer behavior and perceptions in order to provide business intelligence.  Collaborative CRM: Systems for automating the fundamental business processes marketing, sales, and support—for interacting with the customer.  Operational CRM: Systems for providing effective and efficient communication with the customer from the entire organization. |
| List one function that a CRM performs for the sales organization (from the Microsoft site). | Keep sales teams connected and foster productive internal and external communities. |
| List one function that a CRM performs for marketing organizations (from the Microsoft site). | Provide powerful behavioral and marketing analytics and help to target and segment customers. |
| List one function that a CRM performs for customer service organizations (from the Microsoft site). | Automate mundane tasks so that customer care representatives can focus on high-value activities. |

## PART B – DECISION SUPPORT SYTEMS

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| QUESTIONS | YOUR ANSWERS |
| Which Sales Plan scenario provides the highest total revenue (razor & blades) over the life of the product? | Sales Plan 3 |
| Which Sales Plan scenario provides the highest level of total profit (razor & blades) over the life of the product? | Sales Plan 3 |
| Can it make sense to sell razors at a loss, in order to maximize revenue and profit?  Why? | Yes. As Sales Plan 3 shows, razors are sold at a significant loss ($6) but blades are charged at a high price ($30), which lead to the highest revenue and profit. |
| As a manager using this DSS application, which Sales Plan would you choose?  Why? | Sales Plan 3.  Because it helps to maximize revenue and profit. |
| **Table A**  **Sales & Marketing Scenarios: To be used for your DSS evaluations.**  **Sales Plan 1:**  ***Razor Assumptions***  **Razor Price: $8**  **Average Razor Life (years): 1**  **Razor Profit Margin: -20%**  **Highest Expected Yearly Sales: 35,000,000**  ***Blade Assumptions***  **Blade Price: $25**  **Frequency of Blade Purchase: 2 mos.**  **Blade Profit Margin: 50%**  **Sales Plan 2:**  ***Razor Assumptions***  **Razor Price: $12**  **Average Razor Life (years): 1**  **Razor Profit Margin: 25%**  **Highest Expected Yearly Sales: 25,000,000**  ***Blade Assumptions***  **Blade Price: $15**  **Frequency of Blade Purchase: 2 mos.**  **Blade Profit Margin: 35%**  **Sales Plan 3:**  ***Razor Assumptions***  **Razor Price: $6**  **Average Razor Life (years): 1**  **Razor Profit Margin: -30%**  **Highest Expected Yearly Sales: 45,000,000**  ***Blade Assumptions***  **Blade Price: $30**  **Frequency of Blade Purchase: 2 mos.**  **Blade Profit Margin: 60%**  **Sales Plan 4:**  ***Razor Assumptions***  **Razor Price: $10**  **Average Razor Life (years): 1**  **Razor Profit Margin: 10%**  **Highest Expected Yearly Sales: 32,000,000**  ***Blade Assumptions***  **Blade Price: $20**  **Frequency of Blade Purchase: 2 mos.**  **Blade Profit Margin: 40%**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Paste screen shots here:**  **Sales Plan 1**      Sales Plan 2      Sales Plan 3      Sales Plan 4 | |

## PART C: Business Intelligence

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| QUESTIONS | YOUR ANSWERS |
| Which customer spent the least amount of money in February? | Lopez Maria |
| Which customer spent the most in February and which sales person was responsible for the majority of these sales? | Rose Clair  Dakic |
| Which product provided the most revenue? | Laser Printer |
| Which salesperson provided the most sales revenue? | Jenkin |