Independent Study Title   Target Sales Analysis Program for Art & Technology Co., Ltd.

Using Microsoft Business Intelligence Solution

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ABSTRACT

This independent study aims to study the target sales analysis program for Art & Technology company limited, a manufacturer and exporter of DIY needlecraft kits using Microsoft Business Intelligence Solution for the effective support of company sales analysis. The study begins by collecting data via documents and interviews of company sales persons then processes into 5 study methods which are (1) discover the needs of sales report and analysis (2) study the use of Microsoft Business Intelligence Solution (3) organize major required elements (4) develop the system of sales report and sales analysis using Business Intelligence software, and (5) trial the system together with the users, the company sales persons.

The study found that the company confronts to severe situation of high competition and fast-change customers' behavior that drive the company the need of information technology especially the sales system in order to support and survive the business. A decade in business, the company obtains large records so transfers that raw data into digital information to be ready for sales assessment that will lead to better and faster decision-making. The interview of sales persons directs to the needs of sales report and analysis which can be summarized into 4 aspects as following (1) distribution channels (2) customers (3) right timing (4) products. As the result, the 4 aspects format the sale report into new 3-part structures including related data,

quantity measurement and data display. The new sale report format requires Microsoft Business Intelligence Solutions as advanced tool to facilitate the sales analysis. The process needs these major elements which are (1) Hardware, there are PC server, PC client and local area network (2) Software for PC server, there are Microsoft Windows 2000 Server, Microsoft SQL Server 2000 and Microsoft Analysis Service, and (3) Software for PC client, there are Microsoft Windows XP, Microsoft Office XP and Microsoft Data Analyzer 3.5

The target sales analysis program for Art & Technology company limited using Microsoft Business Intelligence Solution develops in 4 stages, respectively are (1) design the data warehouse (2) populate data warehouse (3) create OLAP cubes (4) query data. Test for trial and error activates after completing all 4 stages. Working together with Sales Manager by keying the sample questions into the system, the Business Intelligence can answer precisely. Using Business Intelligence to analyze sales can assist Sales Manager to access the sales data anytime also 'ad hoc' assessment. The new system consequently facilitates the Sales Department for better decision making toward products and distribution channel, lastly, forecast sales situation more accurately.