

TYSON FOODS, BUSINESS INTELLIGENCE VIA SAP'S BEX ANALYZER

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1. Learning Objectives:

- Be able to compare/contrast Data Warehouse terminology with SAP's Data Warehousing terminology
- Be able to construct important business intelligence problems/opportunities with SAP Tyson's Frozen Food cubes hosted at the University of Arkansas (UA)
- Be able to find solutions to business problems/opportunities using SAP's BEx Analyzer against Tyson Frozen Foods cubes hosted at the UA

2. Target Audience

- Business students or other students involved in decision making in their curriculum-- with or without data warehouse background

3. Business Context

The UA hosts a SAP Business Intelligence instance consisting of cubes derived from a R/3 dataset from Tyson Foods, Inc. Business cases can be constructed for IT students or students with some SAP background as well as other students involved in decision making.

Case 1 for students with some SAP background: Using the Frozen Foods Inc. Profitability Analysis Cube, construct a diagram of the ETL data flow to create the cube. Explain the purpose of each phase and transformation of the process diagram in this specific ETL process

Case 2 for decision making students: Using the Frozen Foods Inc. Profitability Analysis Cube create BEx analyzer queries to answer Tyson management questions.

Management question 1: Tyson Management wishes to know which sales organizations had the highest Gross Sales and Net Sales for Protein 1 and Protein 61.

Management Question 2: Tyson management wishes to know the following for May 2004–June 2004:

- **Question 2.a** Which Ship-to-party that bought Protein 21 had the highest increase in gross sales between May 2004 and June 2004 and the amount of the increase?
- **Question 2.b** Show the top 5 Profit centers that had the highest increase in gross sales between May 2004 and June 2004 including amount of increase for each profit center. Also, show the bottom 5 Profit centers that had the largest decrease in gross sales between May 2004 and June 2004 including the amount of decreases.
- **Question 2.c** The top three customers in terms of highest gross sales increase between May 2004 and June 2004 for each product group.

4. Hands-On IT skills

Hands-on can be directed to students that have some background in SAP BI or any students involved in decision making. They use the UA SAP BI system and BEx Analyzer – Excel based.

5. Teaching Note

Prior to class, review data warehouse concepts, demonstrate BEx; form groups and determine solutions to case questions.

6. IS/IT Domains

Business Intelligence/Data Mining, Database Warehousing