

CHALLENGE: PCW15 Business Case

Oracle Consulting Accelerated Autonomous Practice

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CUSTOMER: PCW15 – MARKETING DEPARTMENT

PCW15 is an imaginary retailer company which sells electronic devices to different stores.

The marketing department is very much interested in understanding the behavior (volume, revenue, trend, etc.) of item sales and see also them by category & item type.

They would like also to compare the performance of the different stores and see if there are products/categories/item types that are underperforming or outperforming in some specific stores compared to the rest of stores.

DATASETS

The customer has provided the following datasets:

- PCW15 F Sales: Includes the most valuable data → Sales of items and stores that buy them!
- PCW15 D Items: Master data of Items
- PCW15 D Stores: Master data of stores
- PCW15 D Calendar: Time dimension to group periods
- PCW15 F Deliveries: Orders sent to stores from warehouses
- PCW15 D Warehouse: Relationship between stores and warehouses

YOUR ROLE

You are a Consultant working for a firm that has assigned to you the following goals:

- Provide a solution to the customer and show how useful it is
- Impress your customer
- Detect possible expansion projects

You will reach your goals by creating a solution that helps PCW15 to satisfy their needs and show them some insights. But not only this, because you are an exceptional consultant, you will provide extra elements that you think could be useful to impress them.

You will have a presentation meeting with the marketing manager (who hates technical details and just cares about business) and the Business Intelligence manager (tech person). You also have been told that a Warehouse Manager will attend the meeting, although it is not official.

At the end of the meeting, there could be an informal chat with your customer, so think about possible expansion areas for this solution: extra datasets that could be useful to get other insights, how to convert it to a production solution, apply other techniques, etc... You won't have a formal slot for this, so you don't need to prepare anything but be ready to talk about it, in case there is an opportunity.

PRESENTATION

The presentation will consist in 3 parts:

- Business perspective: You will talk about your solution from the business perspective: what information could provide, how to use it and any insight that you have discovered (<20 mins)
- Technical perspective: You will talk about what tools have you used and how you used them (<20 mins)
- Q&A: Answer any questions raised (<20 mins)

CHALLENGE EVALUATION

The goal of the challenge is to see you in action:

1. How you approach the business case and business value that your solution provides
2. Your ability to convert a business case into a solution (process followed, and techniques used)
3. How you present your solution

There is not a good or bad solution, and we don't expect a specific solution.

TOOLS TO BE USED

You can use any tool or tools that you like. As an example, in the Oracle tool set you can use (it is not compulsory to use any of them):

- For data loading to database & data manipulation: SQL Developer (<https://www.oracle.com/technetwork/developer-tools/sql-developer/downloads/index.html>)
- Database: You can set up a trial account for free (although it will require a credit card) and activate an Autonomous DWH service (<https://myservices.us.oraclecloud.com/mycloud/signup>)
- For visualization & analytics: Data visualization desktop (<https://www.oracle.com/middleware/technologies/oracle-data-visualization-desktop.html>)

DOUBTS & QUESTIONS

Although we don't expect many questions, we would like to highlight you that all your questions should be about the information included in this text. As it has been said, there is no expected solution and there are no compulsory tools to be used.

Any solutions, tools, results or insights will be discussed during the presentation.

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