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# Business Description

## Business background

## Problems because of poor data management

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# Dimensions of a Business

# Logical Scheme

# Data Flow

# Fact Table Partitioning Strategy

# Strategy of Parallel Load

# Report Layouts

# Business Description

## Business background

## Philip Morris International Inc. (PMI) (NYSE: PM) is an American global cigarette and tobacco company, with products sold in over 180 countries outside the United States. The most recognized and best selling product of the company is Marlboro.

The company's operational headquarters are in Lausanne, Switzerland, although the corporate headquarters remain in New York. It does not operate in the United States, with Philip Morris brands there still owned by PMI's former owner Altria.

Because tobacco, the main constituent of cigarettes, is the single greatest cause of preventable death globally[3] and is addictive, the company's operations (and its competitors') are highly controversial and are increasingly the subject of litigation and restrictive legislation from governments concerned about the health impacts of its products.

Philip Morris International has six multi-billion US$ brands including:

1. Dji Sam Soe 234 was launched in 1913 and is a brand of Kretek cigarettes. It is the best seller of Kretek cigarettes in Indonesia.

2. L&M was launched by Liggett & Myers in 1953 with the tagline: "American cigarettes of the highest quality with the best filter." L&M variants include full flavor shorts, full flavor 100s, lights, ultra lights, menthol shorts, menthol 100s, menthol light shorts, menthol light 100s, Turkish Blend shorts, Turkish Blend 100s, and L&M Mild Kretek.

3. Longbeach include in Australia and Indonesia in 1999. Longbeach variant include: Longbeach Filter and Longbeach Mild.

4. Marlboro was launched in 1904. Marlboro is the premium brand. Marlboro variants include: Marlboro Special, Marlboro Menthol, Marlboro Lights, Marlboro Lights Menthol, Marlboro Mix-9 Filter Kretek, Marlboro Flavor Plus, Marlboro Black Menthol, and Heatsticks, a heated tobacco product.[10]

5. ST Dupont Paris is the brand cigarette designed by Simon Tissot Dupont in 1902. With the black packaging. ST Dupont Paris variants include: filter, lights, menthol, and menthol lights.

6. U Mild was launched in Indonesia in May 22, 1998 after Indonesian revolution. U Mild is a Mild Kretek cigarette sold in Indonesia.

In the end of 2016 Philip Morris presented the new product called IQOS - smokeless cigarette–one of the latest products from Philip Morris International, manufacturers of the legendary Marlboro cigarettes. The product is a hybrid between the benefits of electronic cigarettes and the design of traditional types – making it perfect for smokers looking to switch to vaping or even for occasional use. Given the known dangers of smoking traditional cigarettes, switching to vaping or just implementing a sporadic alternative is a good option.

The iQOS uses refills of real tobacco, but doesn’t burn it like the conventional cigarette which prevents the ingestion of combustive, charred materials. Rather, the iQOS ecig heats the tobacco just prior to the point of combustion, producing tobacco-flavored vapor.

## Problems because of poor data management

A brand new product (iQOS) appeared in the last year, but due to the poor management, it didn’t get much popularity worldwide. As a result new production items had produced very little profit compared to the forecasts and the amount of resources that was spent on its production. All of this caused financial problems of the company and damaged the economic policy in 2017.

## Benefits from implementing a Data Warehouse

So as to recover the company’s brand name, the board of directors decided to build a detailed plan of the economic situation on the current date and to provide detailed information about all products and its sales amounts along with new company’s production items. The main goal of this research is to get proper information about popularity and economic profitability of new products. Another task is to gather information about “old” production items. The research should be based on prebuild Data Warehouse.