**Executive Summary**

The purpose of this engagement is to create an enterprise solution for Coffee Merchant’s management team. The estimated length of the engagement between CreamSugar&Data, LLC and Coffee Merchant is six months. In addition, CreamSugar&Data, LLC will manage the implementation and training of the final solution.

Coffee Merchant is a small business that sells and ships coffee and tea. The company has domestic and international consumers. Because of the dispersion of its consumers, most of Coffee Merchant’s sales are web-based transactions. The company’s inventory is extensive, offering multiple coffees and teas from regions including the United States, Columbia, Costa Rica, and Papua New Guinea.

The current system deployed at Coffee Merchant is not meeting the analytical needs of the company. While the structure of the Online Transaction Processing (OLTP) is fundamentally simple, the ability for management to query the database is limited; the system is not user friendly and was not designed for analysis. Managers do not have the skills to query the database and the managers that can properly query the database often produce varying results. The issue is the analysis of the queried data is not providing value. Managers are not able to measure sales by the metrics used by the company. These metrics include measuring sales by consumer, employee, and product over time.

The solution to Coffee Merchant’s issues of data analysis is to create an enterprise system. The data warehouse will assist management by providing accurate and informative reports to assist daily operational decision making. The reports produced from the Online Analytical Processing (OLAP) will track product line revenue, consumer orders, and employee sales over time.

**Business Requirements**

CEO:

* Requirement: Track top and bottom-performing **products** by **order** and **date**.

Questions:

* + Who is our target demographic?
  + What is our revenue by year/quarter/month/week/day?
  + What are our best and worst-selling products?
  + Do certain products sell better in different periods?
  + Are products from certain countries better sellers?

Human Resources & Sales Managers:

* Requirement: Track orders by **employee** to identify employee characteristics that lead to optimal sales.

Questions:

* + Who is our best-selling employee?
  + Do we pay certain employees too much or too little?
  + Do employees who earn higher commissions sell more?
  + Are employees who have been with the company longer sell more?
  + Do older or younger employees sell more?

VP-Operations & Sales Managers:

* Requirement: Analyze order trends by **consumers** to assist in strategic marketing.
* Requirement: Analyze **time** between Order Date and Shipping Date to provide operational efficiency recommendations.
* Requirement: Understand the **product inventory** for coffee and/or teas to maintain proper inventory counts for all items.

Questions:

* + Are there any geographic trends in consumer behavior that you can elicit?
  + Does a consumer’s credit limit incentivize him to buy more?
  + Do some consumers have repeat orders?
  + Do discounts drive sales?