**Coffee Merchant Solution Documentation**

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**Executive Summary**

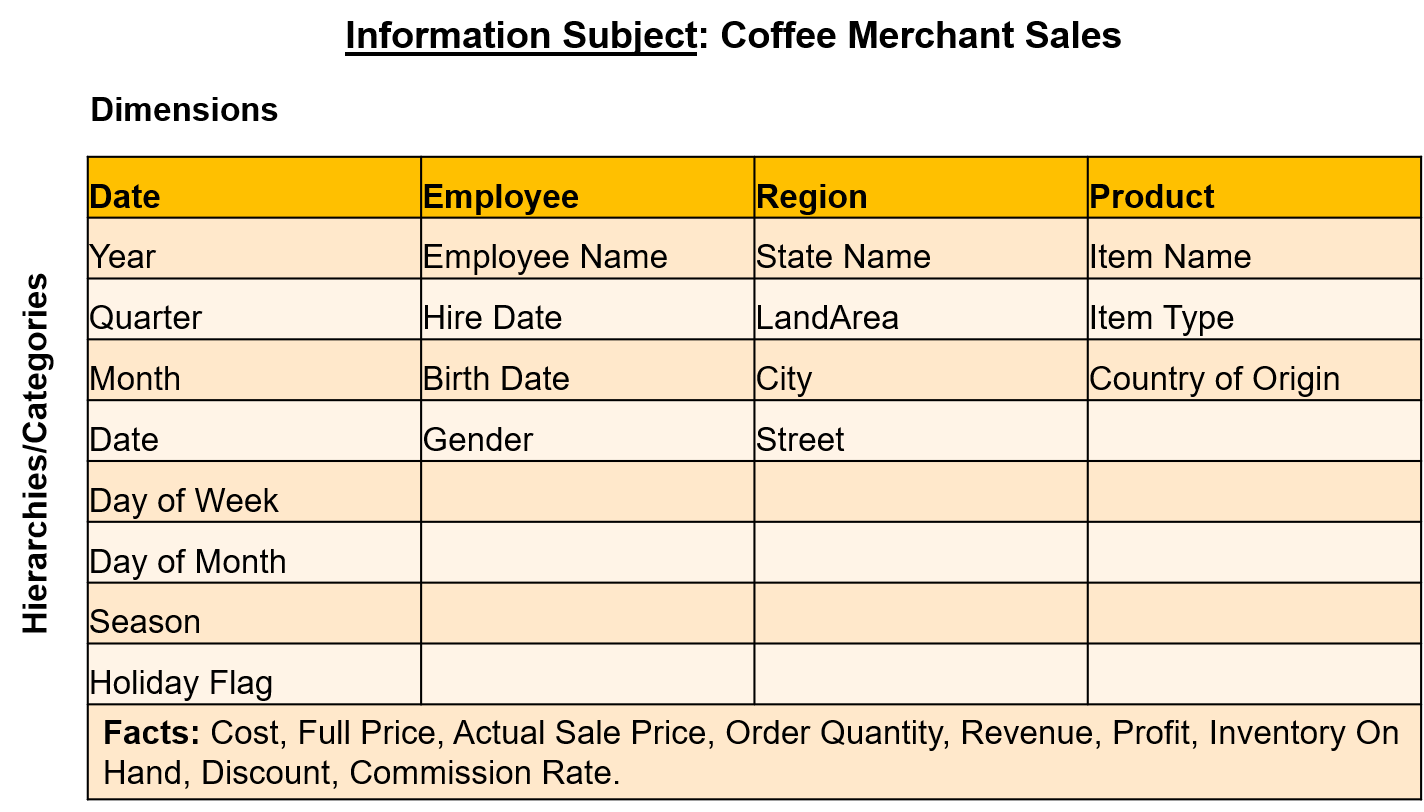
Coffee Merchant Project aims at building a data mart for analyzing employee performance. Based on the data in Coffee Merchant database, analysis can be operated on evaluating how a specific employee performs in selling. Furthermore, factors for successful sales people can be identified through the analysis, so that the company could train their employees to be better in their selling skills and ultimately increase profits.

Evaluation metrics of sales that we focus on includes: how many orders an employee handles and how much profit an employee can generate from his/her orders. By combining time, product and region dimensions, we will be able to discover what traits makes a good salesperson.

**Business Requirements**

* Investigate the tendancy of each employee’s sales over time (by year/quarter/month/date/season/holiday flag etc.)
* Compare sales performance among all employees by demographics (by gender/age etc.) and analyze personal factors of a productive salesperson.
* Correlate sales of each employee to product and region dimensions and see the relationships between them.

**Information Package**

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