

**Business Template**

# ONLINE ELECTRONIC STORE

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## **BUSINESS DESCRIPTION**

### **BUSINESS BACKGROUND**

Online sales are the instrument of future technologies. It's comfortable, fast and requires almost no effort from the customer. The customer has the possibility to get door to door delivery, that makes customers to make a choice in favor of this category of purchases. This kind of sales is very saturated with competitors, so it is necessary to track the goods that are in the greatest and least demand in all parts of the city, encourage regular customers and improve the quality of services provided. In addition, optimization of the placement of goods in warehouses in different areas of the settlement allows you to reduce rental costs. First of all this can be done by collecting product sales information and analyzing the one using special tools.

### **PROBLEMS BECAUSE OF POOR DATA MANAGEMENT**

Poor data management you cannot give you a complete picture of sales and market position, as well as customer attitudes towards the services provided. Lack of data leads to loss of profits, as well as increased storage costs for unpopular products.

### **BENEFITS FROM IMPLEMENTING A DATA WAREHOUSE**

Using of data warehouse can help you with the problems described above. Implementing a data warehouse can answer you the following questions:

- What products are most popular among buyers?
- How do the sales of certain goods depend on the cycle of the calendar year?
- How to optimize the location of goods in various retail warehouses?
- What category of products brings the most and least profit?
- And many other.

## **DIMENSIONS OF A BUSINESS**

Step 1. Business process - sailing the products in inline store.

Step 2. Grain - unit of sailing a product (a line in a cash).

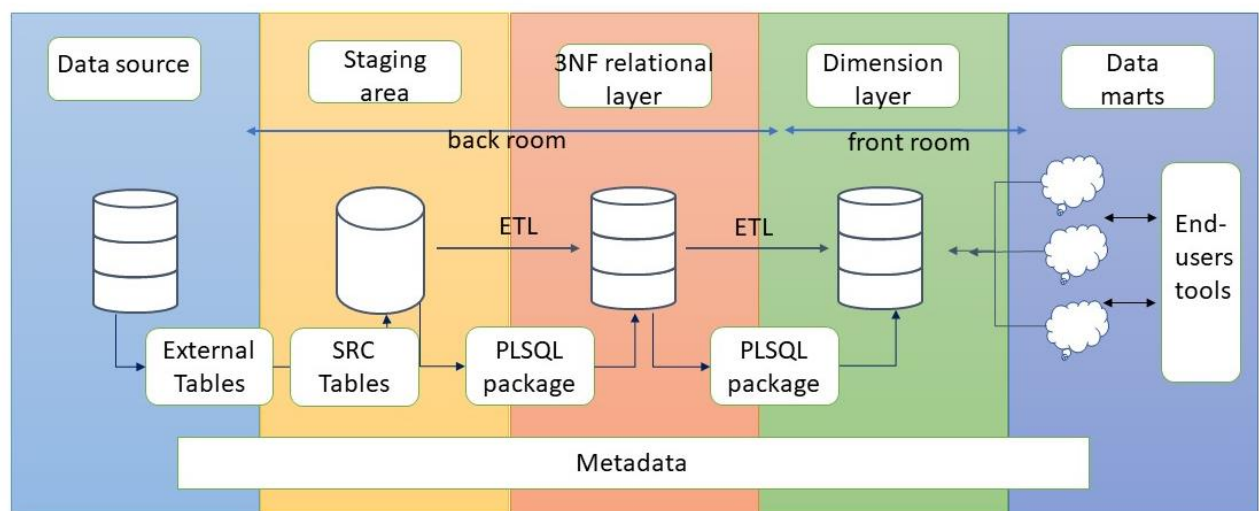
Step 3. Dimensions; Employees, Customers, Warehouses, Addresses, Discounts, Payment\_types, Products, Time\_Dates.

Dimention Employees is in SCD2 form (with the date of start and the date of ent and status). Tables Addresses, Products in 3NF have nested tables

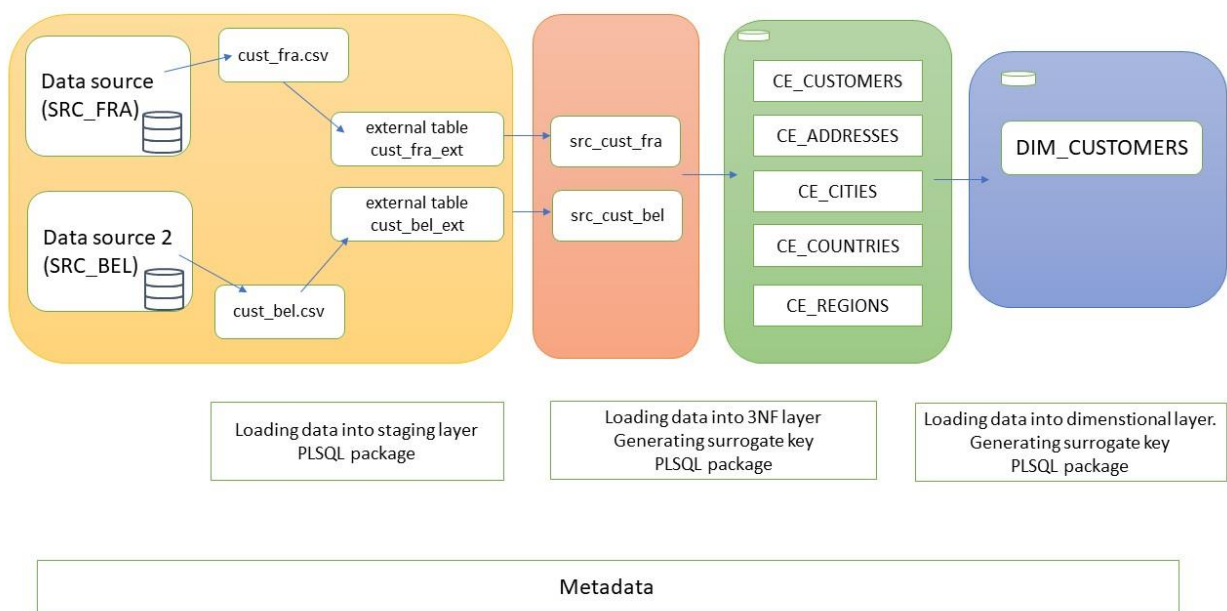
Step 4. The fact table is the table Payment - contains Primary Key foreign keys for dimension tables.

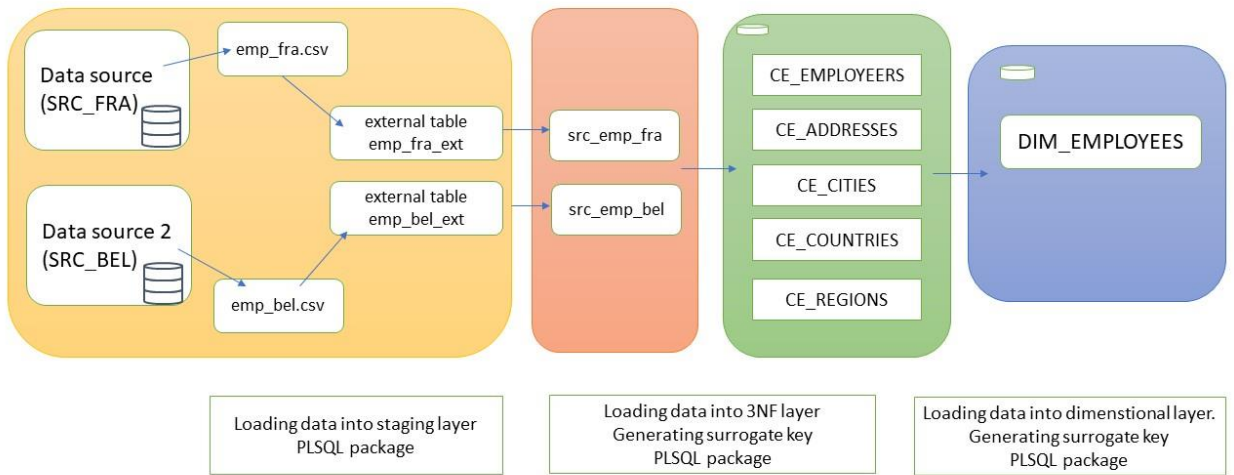


LOGICAL SCHEME

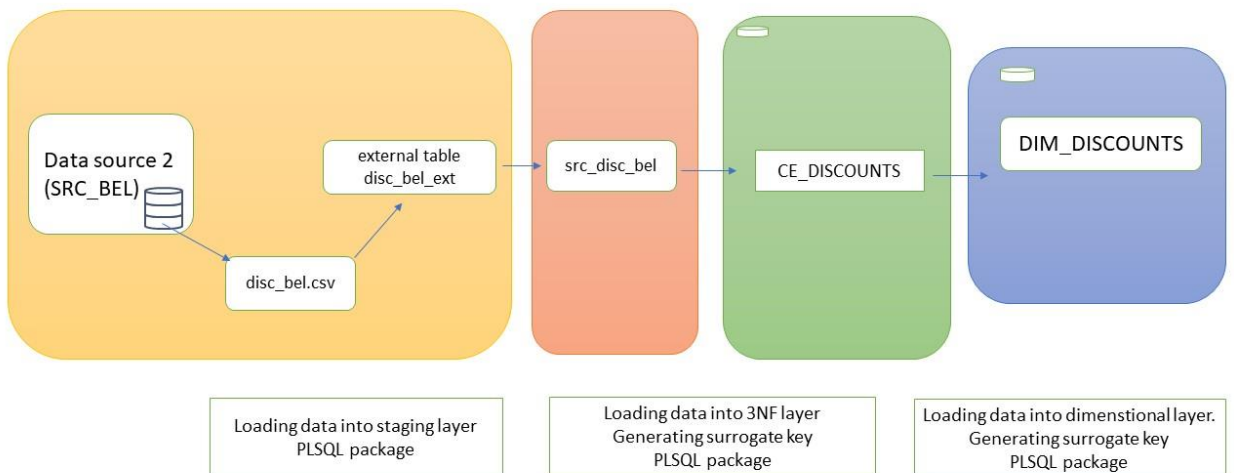


DATA FLOW

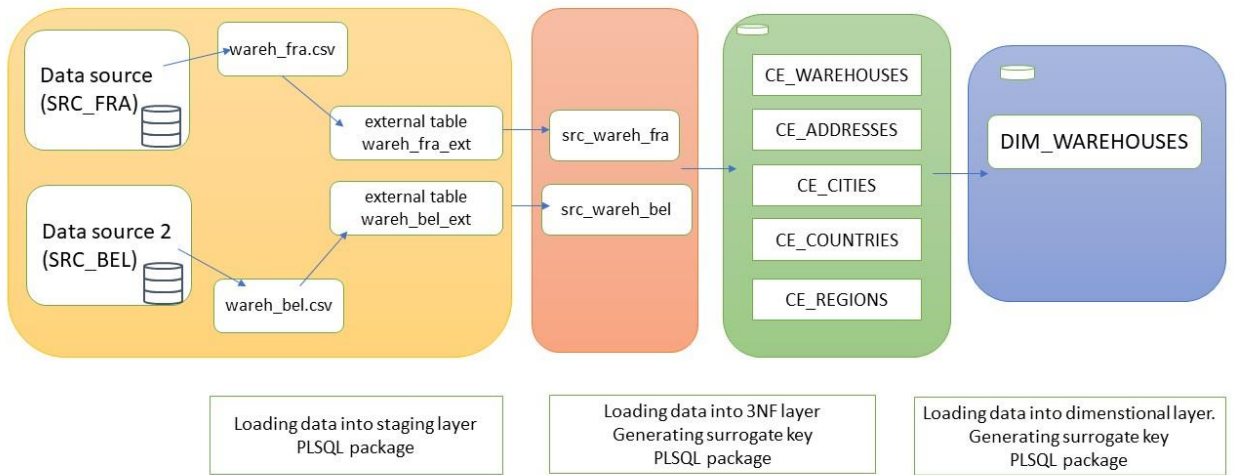




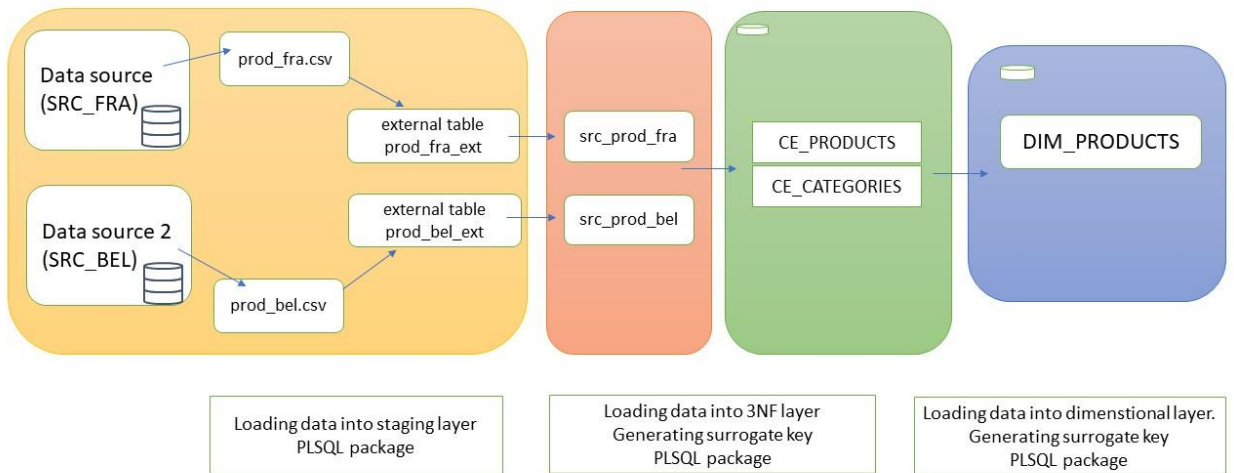
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