Translating Requirements into Enterprise Data Warehouse Bus Matrix

FreightHauler is a shipping company with annual revenues of $1 billion. The company transports large shipments for commercial customers on routes nationwide. You’ve conducted initial interviews in three business areas at FreightHauler and need to develop a preliminary Data Warehouse Bus Matrix based on the summarized interview results below.

# Marketing

Marketing needs to better understand FreightHauler’s customers. They want to slice-and-dice daily orders by customer and commodity to identify who ordered the shipment of specific commodities.

# Sales

Sales management wants to analyze the performance of their sales organization in terms of sales orders – which reps are taking orders from which customers for what route and commodities under which discount terms?

Sales is also interested in their customers’ service calls. They want to understand which customers are experiencing service problems, and which problems are most prevalent.

Finally, sales management wants to analyze their forecast data. They’d like to view the monthly sales forecast by sales rep, commodity and customer.

# Customer Service

Customer Service needs the ability to analyze service calls by problem, customer, and technician. They would also like to access the sales orders information to understand customers’ historical behavior.

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*(Kimball Group Consulting. Dimensional Modeling in Depth Training- Exercise)*