Deploy Data Warehouse

A comprehensive database system to track and manage product sales across multiple platforms and deliver effective CRM to customers.

Introduction

A product company has a demand to build a data warehouse for the business for tracking from Marketing to Sales to Delivery to ensure quality of CRM service for their customers

Business Objective

- To track and manage product sales across multiple platforms.
- To provide top managers with the data they need to make informed decisions.
- To deliver effective CRM services to customers.

Requirement

Functional Requirements

⭐ **Multi-Platform Sales Tracking:** The system should be able to track product sales across multiple platforms, including the company's own website, Facebook, Google, TikTok ads, and various eCommerce platforms.

⭐ **Data Aggregation:** The system should aggregate sales data from all platforms into a unified view that top managers can easily access and analyse.

⭐ **CRM Integration:** The system should integrate with the company's CRM platform to enable effective customer service and support.

⭐ **Real-Time Reporting**: The system should provide real-time reporting capabilities to enable top managers to make timely and informed decisions.

⭐ **User Activity Tracking**: The system should track user activity on the company's website and other platforms to provide insights into customer behavior and preferences.
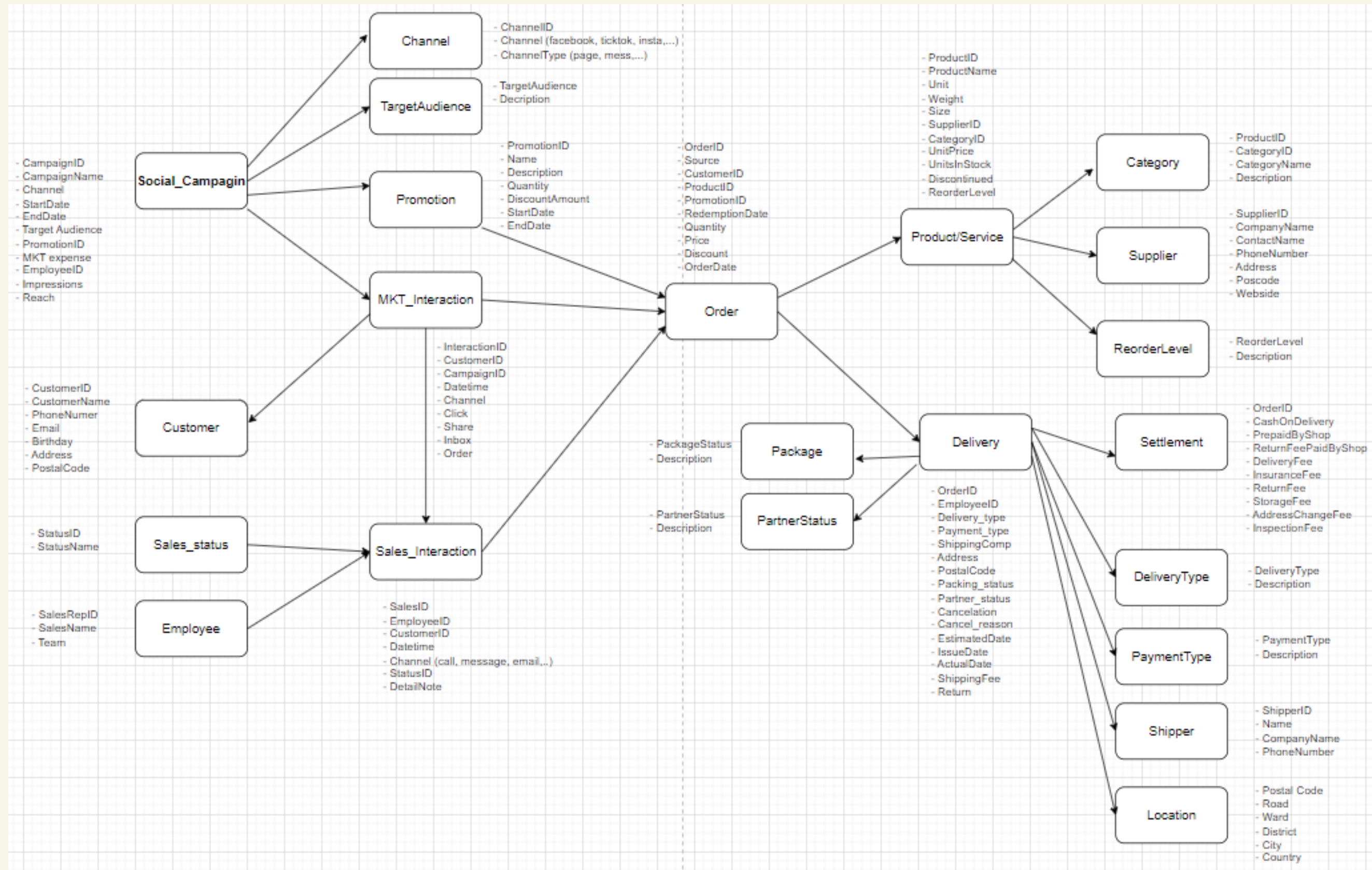
Data Warehouse design

Apply Immon's approach to ensure the consistency of data quality to Data Warehouse
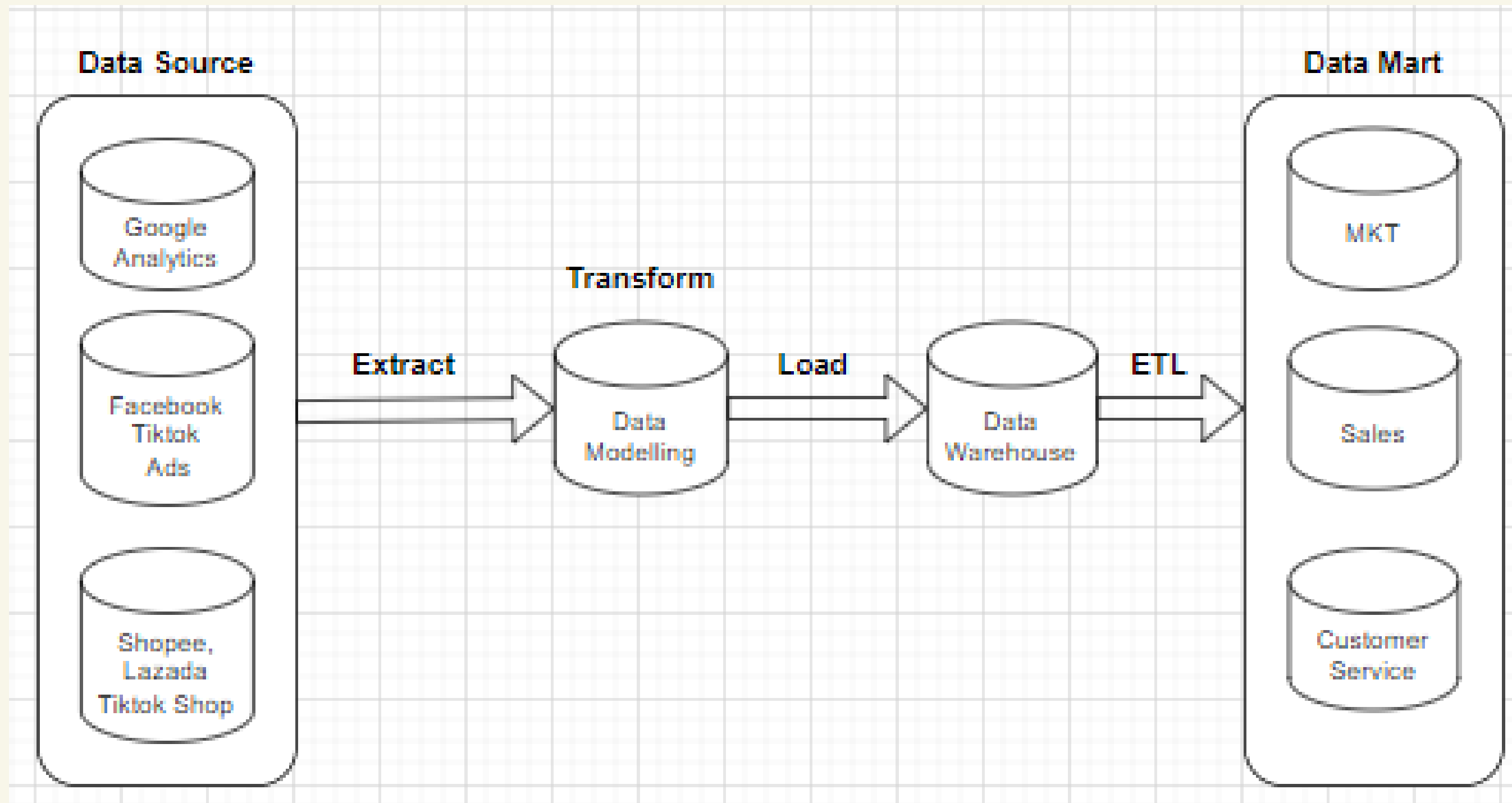
Data Warehouse design

After transforming data, Conceptual Map of Data Warehouse below:

Thank you

I am looking forward for our further discussion about the Data Warehouse design above!

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