**Coffee Merchant Solution Document**

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**Executive Summary**

As a small coffee and tea business that prides itself on the quality of our products, we would like to enhance our shipment times, and reach as broad a market as possible to grow our market and increase profits. The Coffee Merchant Company hopes to achieve these goals by utilizing data analytics to provide value and enhance our services by analyzing: orders, shipping time and costs, the price of our goods, the discounts we offer and our inventory. The goal of this data mart is to enhance our database by incorporating more details of our shipping process and procedures into our data capture to increase orders and ultimately drive revenue and overall customer satisfaction with our products and services.

**Business Requirements**

* To guarantee the quality of our products, we would like to determine the shipping time of each product by measuring how long it takes to ship our products to different states and countries. This will help our management team determine quality of product by shipping time, to ensure the freshness of our product. The goal of analyzing shipping times is to reduce the time it takes for an order to reach a customer.
* Measure inventory or on hand quantities to determine if we have enough products to fulfill our orders and ensure that supply meets our demand.
* To measure our business performance our team would like to measure the quantity of orders per year, and per month, and by day of week to analyze orders over time. By finding trends the goal is to capitalize on the times when demand is at its highest and ensure that our supply can match such demand during these times.
* Analyze discounts and order quantities to find if a discounts campaign leads to more sales at a time when orders are low, or if issuing loyalty discounts to customers who make multiple orders results in more orders.
* Analyze orders fulfilled by employees, so that our HR department can measure the performance of our employees to enhance employee performance.

**Information Package**

Hierarchies/Categories

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| **Information Subject: Coffee Merchant Orders** | | | |
| **Dimensions** | | | |
| **Date** | **Product** | **Employee** | **Consumer** |
| Year | Name | HireDate | City |
| Quarter | Description | BirthDate | State |
| Month | ItemType | FirstName | Zipcode |
| Date | CountryName | LastName | CreditLimit |
| Day of Week |  | Gender |  |
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| **Facts:** Shipping Time (Order Date, Ship Date), Quantity, Price, Discount | | | |