**YASShoe Solution Document**

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**Executive Summary**

As a shoe retailer, we have many of our own shoe stores across the country. Each store sells multiple categories of shoes. We would like to increase our total sales and reach as broad a market as possible to increase our revenue. The YASShoe Company aims to achieve these goals by analyzing our sales and transaction of shoes. The company will build a data mart to help provide useful value and to improve the performance of the stores.

**Business Requirements**

* What are the sales of shoes over time by different regions and what is the monthly trend of each month's sales? Measuring the sales per quarter and per month to analyze sales over time will help find the time when demand is high and ensure our inventory could meet such demand during these times.
* How to measure the performance of our employee overtime? Analyze the sales by category fulfilled by employees, so that our HR department can measure the performances of our employees to enhance their performances. To measure the employees’ performances, we need to analyze the employees by sales, by category, by gender and seniority over time. To understand the impact of the seniority breakdown, gender and key categories for the sales allows our marketing department to target certain aspects to increase sales.
* What are the performances of stores across the country? Measure the sales of stores by category and by state over time to find the best location and set marketing targets. This will help our marketing department choose the right place to broaden our market share and result in more sales.
* What kinds of shoes have more sales and how to adjust the projected orders of the shoes by different brand and category to make more sales in the future? Analyze the sales by category in stores to find out which category of shoes has more sales. This analysis could help store managers adjust the quantity of products by brand and category in their orders and choose the popular ones to bring in more sales.

**Information Package**

Hierarchies/Categories

|  |  |  |  |
| --- | --- | --- | --- |
| **Information Subject: YASShoe Sales** | | | |
| **Dimensions** | | | |
| **Date** | **Product** | **Employee** | **Store** |
| Date\_SK | Category | Gender | City |
| Date | Brand | FirstName | State |
| FullDate | Name | LastName | ZipCode |
| DayOfMonth | Size | HireDate | Region |
| DayName |  |  |  |
| DayOfWeek |  |  |  |
| DayOfWeekInMonth |  |  |  |
| DayOfWeekInYear |  |  |  |
| WeekOfMonth |  |  |  |
| WeekOfQuarter |  |  |  |
| WeekOfYear |  |  |  |
| Month |  |  |  |
| MonthName |  |  |  |
| MonthOfQuarter |  |  |  |
| Quarter |  |  |  |
| QuarterName |  |  |  |
| Year |  |  |  |
| YearName |  |  |  |
| MonthYear |  |  |  |
| MMYYY |  |  |  |
| FirstDayOfMonth |  |  |  |
| LastDayOfMonth |  |  |  |
| LastDayOfQuarter |  |  |  |
| FirstDayOfQuarter |  |  |  |
| FirstDayOfYear |  |  |  |
| LastDayOfYear |  |  |  |
| IsHoliday |  |  |  |
| IsWeekday |  |  |  |
| Holiday |  |  |  |
| Weekday |  |  |  |
| Holiday |  |  |  |
| **Facts:** Unit Price, Quantity\_Sold, Discount  Sales (Unit Price\*Quantity\_Sold\*(1-Discount)) | | | |

Note: Discount is the percent off the original price.