

About Children World

Children World is an American company that specializes in production and direct sale of children's products to businesses. A recent improvement in sales is that customers can place orders directly via a website catalog (E-commerce). Production takes place in the Far East, and the products are shipped directly from there to customers all over the world.

Children World has 600 employees; 250 of them are in sales (called sales managers). Sales takes place in 35 geographic markets and is organizationally divided into 6 regional divisions. The Nordic divisions headquarter in Copenhagen employs 26 sales managers. From their location in Copenhagen, the Nordic sales managers are serving customers in the 3 geographical markets:

- Denmark
- Norway
- Sweden.

Children World produces and sells goods in four product groups:

- toys
- games
- books
- accessories.

All customers have a handling responsible sales manager with budget responsibility for all 4 product groups.

From Children World's data warehouse in the U.S you have just received data for business intelligence reporting and analysis. The data mart is extracted, transformed and loaded from the following source systems:

- Human Resource System
 - Personnel master data is stored and maintained in an MS Access database
 - Budget and organizational data are stored and maintained in MS Excel.
- Retail System
 - Sales transactions from retail customers are stored and maintained in a SQL server database.
- E-Commerce System
 - Transactions from online sales are stored and maintained in a MYSQL database.

As you can see in the data mart a *handling responsibility concept* has been implemented in the global sales organization.