

Data Warehouse & Customer Reviews for FudgeMart and FudgeFix

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IST 722 Data Warehouse: Group 5

Outline

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-

Project Goal

Context:

Fudgemart Inc is comprised of 2 subsidiaries;

FudgeMart – an online consumers good retailer similar to Amazon

FudgeFlix – a movie rental distributor similar to Netflix

Business Problem:

A product is only as good as the consumer deems it to be and analyzing the industry's customer review data can be challenging since there are two separate companies with two separate databases. Hence, there's a need to integrate data from two sources

Goal: Implement Kimball's Data Warehouse approach, unifying and aggregating the two companies (FudgeMart & FudgeFix) to generate a common data source that can generate insights for business intelligence users in customer experience.

Functional Requirements

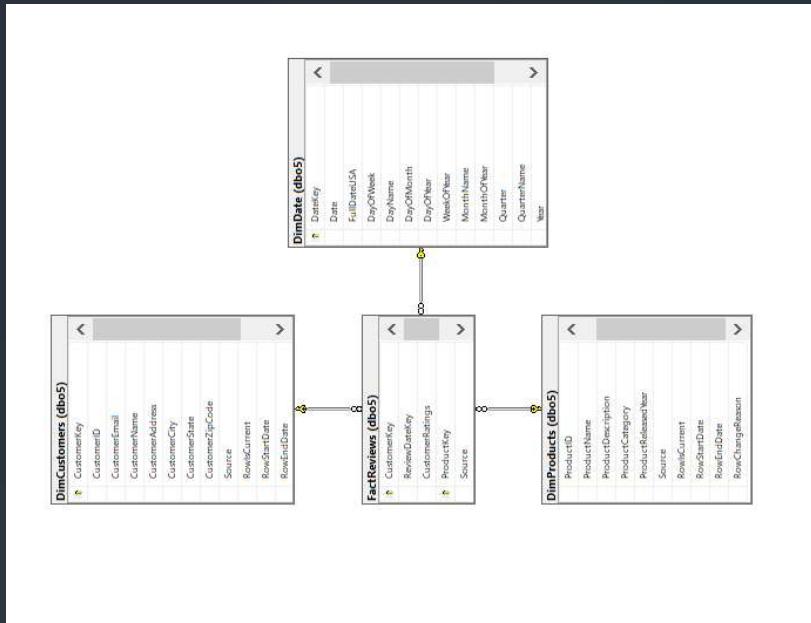
1. **General customer review**- A business user should be able to analyze customer reviews for different products and DVD from respective vendors and directors/cast
2. **Department/Genre review**- A business user should be able to analyze customer reviews for different department and genres
3. **Region review**- A business user should be able to analyze customer reviews for different regions
4. **Company review**- A business user should be able to analyze customer reviews for fudgemart and fudgeflix as a whole
5. **Across time product/title review**- A business user should be able to analyze customer reviews for different products and title with multiple season across time

Data Merged

FUDGEMART	FUDGEFLIX	TABLE TYPE
Fm_customers	Ff_accounts	dimension
Fm_products	Ff_titles	dimension
Fm_product_reviews	Ff_account_Titles	fact
Fm_vendors	Ff_directors. Ff_cast	dimension
Fm_department_lookup	Ff_genres	Dimension (optional)

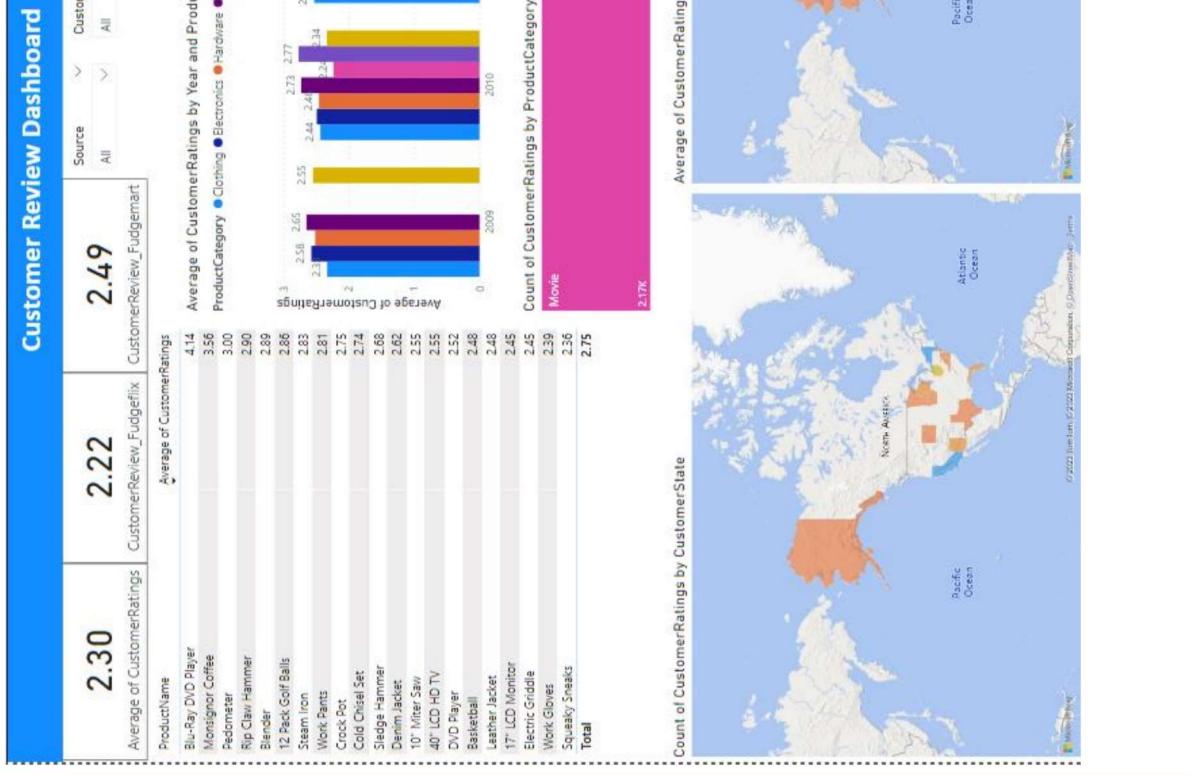
Star Schema

MOLAP Schema



Business Intelligence- Overall

- Average overall customer rating: 2.3
- Average FudgeFlix rating: 2.22
- Average Fudgemart Rating: 2.49
- Decreasing trend of customer reviews from 2009 to 2013
- ‘Electronics’ category having constant rating
- Houseware was having increased reviews but dropped in 2013
- Most reviews from California and New York
- Highest overall rating from State of New Jersey



Business Intelligence- FudgeFlix

- Seasons have a higher rating than movies

- The top 10 shows of all time (2009-2013) are shown in table 1

- Highest customer ratings are received from State of Florida (2.36) and lowest from Maryland (2.07)

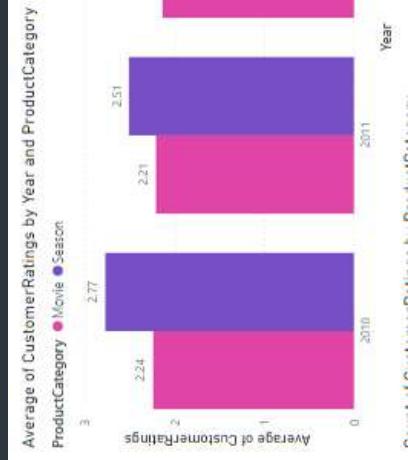
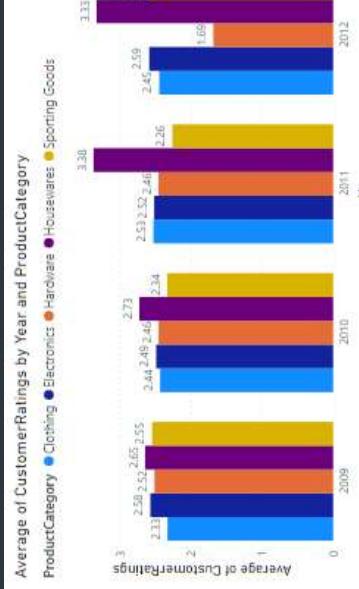


Table 1

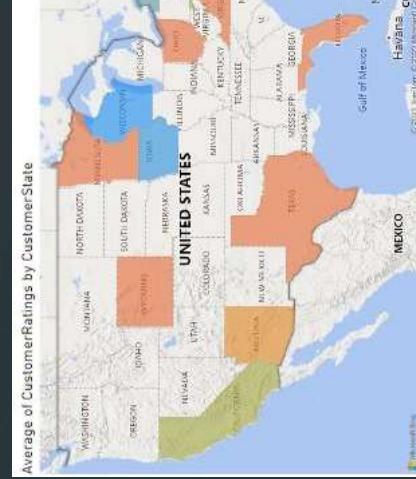


Business Intelligence- Fudgemart



- Housewares have the higher rating, except for in year 2013
- The top 10 products of all time (2009-2013) are shown in table 2
- Highest customer ratings are received from State New Jersey(2.73)

Table 2



Recommendations

