**Executive Summary:**

The Coffee Merchant, a small, but global, web-based coffee store, regularly competes with companies vastly bigger in scale, with larger marketing and advertising budgets, and more refined supply chains – how The Coffee Merchant uses its data, turns it in to information, and produces analyses that drive breakthrough insights is their only hope of achieving competitive advantage. To this end, The Coffee Merchant requires a data mart to help record orders, track and analyze employee performance, and monitor customer patterns to ensure proper inventory levels, higher sales, and accurate customer segmentation. Currently, the OLTP includes the following tables: State, Consumer, Employee, OrderLine, Order, Inventory, and Country. In the future, shipping will need to be included into the database to fully encompass Coffee Merchant’s trackable activities. A few challenges in implementing this data warehouse lie within the current data structure. For example, Coffee Merchant can track how frequently a customer places an order, but, within the current framework, is unable to decipher which products are being purchased by which customers. Therefore, a connection between Inventory, Order, and Orderline tables will be necessary to allow for Coffee Merchant to understand their customers’ buying habits. In order to assist Coffee Merchant with tracking customers, more information, as well as connections between the Country, State, and Consumer table will be needed to deepen the firm’s underlying demographics information related to each patron. Overall, a data mart will create efficiencies in recording orders, monitoring employee performance, and forecasting customer buying habits and trends, which will allow Coffee Merchant to win in their overpopulated retail space.

**Business Requirements:**

The Data Mart must be able to:

* Measure employee performance related to online and phone orders in a distinguished manner to discover which employees are performing better than others. This will allow CoffeeMerchant to track average sales by employee and understand when employees are performing better than or worse than the average. Overall, measuring employee performance enables CoffeeMerchant to understand their workforce and be able to give out merit based compensation through a systematic fashion while being able to let employees go with confidence that they are truly underperforming.
* Track and monitor order sales. Sales is an important feature for CoffeeMerchant to understand related to their stores since sales in an overall driver of store success. CoffeeMerchant must also understand sales to be able to see what influence store sales. Is it location, the employees working, or the seasonality of coffee? Overall, analyzing orders through these many dimensions will enable CoffeeMerchant to thoroughly understand what is affecting their sales and thus allowing the firm to pivot to create higher sales for all locations.

**Information Package:**

