Domain Analysis and Description

The domain of our fictional company the one of furniture production and retail. The company is located in the province of Bolzano and has several Showrooms in the area and one production center.

Business Processes:

CRM - Showroom visit

Description:
One CRM process is the collection of data about visitors at the different showrooms. A visitor can either be one who is just looking around without intention of buying anything (Seeleute), a future potential customer or an already existing customer.
A visit can lead to an order.

Business Questions:
- Which is the best running showroom (most visitors, most orders, etc.)
- Where are the customers from (with different granularity)
- Which department are the customers the most interested in
- Compare the number of visitors to the number of customers for a time period and/or showroom

Production

Description:
The company logs every step in the production process, especially duration, defects and machine failures.

Business Questions:
- What is the average time to produce a particular product
- Which is the product with the highest/lowest error rate
- How much effort/time is spent per order
- Which orders/products generated the most machine failures