ANA 655 - Database Design for eCommerce Health and Wellness Business

**The Wellness Team**.

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Project Part1 – Concept Paper

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Based on the application that was previously designed by our team, we propose to design a data mart for an eCommerce wellness site that will take information from a transactional database and record information about customers, sales, wellness coach performance, product evaluations, suppliers, and business financials.

This prototype will be simple to begin with, with the ultimate goal of growing our capabilities to provide wellness and health solutions to the entire North American market. Our data mart will be used to analyze customer, sales, and performance data so we can build a profitable business based on our continuing assessments of these metrics.

Our wellness company consists of three main departments: fitness equipment sales, health supplements sales, and wellness coach advice that will assist customers who need wellness support or have questions about our products.

We do not manufacture any products ourselves, but we do ensure there is an extremely high **symbiotic relationship** between our customers and our suppliers.

There are three main goals our customers wish to achieve when they approach our company. Some wish to lose weight, some wish to become healthier or feel better, and others wish to be supported as they purchase high quality products to enrich their lives.

When customers sign up for one of our free memberships, they create a profile that helps us understand what they hope to gain from our company. From this initial profile, the customer is assigned to a wellness coach who is devoted to providing the best possible service to help them achieve their goals. We also retain this data for further product selection analysis.

Some customers are looking for ethically sourced exercise clothing and equipment to purchase and use when they work out at home. Others are looking for supplements that will help them reach their health goals, and still others are looking to purchase high tech home workout equipment that will allow them to have a satisfying personal trainer experience at home.

From this transactional database, we will create a data mart that will help us better understand our customers' goals and needs. For the pilot, typical complaints or endorsements will also be collected in the operational database. We will run an analysis to identify which products do not meet our company standards or are not profitable at certain price points.

Initial logical ERD model of one of the operational sources is to determine our customers’ needs and response to our products and is as follows:

A picture containing text, computer, indoor, computer

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ERD diagram originally created in Visio for ANA650

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Further refinements of the model will be done.

From a BI perspective, our customer sales and reviews can be used to determine what products we sell are either unattractive to our customers, or do not meet their needs. We will also track wellness coach performance in our data mart so we can determine which coaches may need extra training to maintain our high customer service standards. We will also track good performance to incentivize our wellness coaches who receive good customer critiques.

We understand that when customers first encounter our business, they might not yet know what services we offer. Therefore, we include a variety of surveys which will help customers understand how our company can support them and encourage them to meet their wellness goals.

An example of our supplement services will be similar to that of this survey found on [WebMD](https://studentnu-my.sharepoint.com/personal/j_knight4630_student_nu_edu/Documents/at%20https:/www.webmd.com/vitamins-and-supplements/supplements-assessment/default.htm). Data from our surveys will be retained so that business outcomes can validate customers’ experiences.

Graphical user interface

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Our home fitness survey will be geared towards the home workout market and will help customers choose home fitness equipment. It will be similar to this survey which can be found at [bowflex.com](https://www.bowflex.com/blog/perfect-workout-personality-quiz.html)

Graphical user interface, application

Description automatically generated

Importing operational transactions into the data mart will allow us to store inventory, product sales, survey findings, product reviews and complaints/critiques, and show us “the big picture”, including:

* + What our customers are looking for?
  + What products and wellness coaches provide excellent service?
  + What products and wellness coaches provide poor service?
  + Which products are profitable, and which are not?
  + Which suppliers provide the best products?

We will use this information to see what products and promotions offer the best sales and profits in different areas of our sales market.

Some challenging aspects of our design are how to determine which products and employees are performing poorly, and which perform well, but have customer complaints through misuse or poor customer follow through. (It’s easy to blame the product or sales representative, but could it be that the customer did not use the product properly?).

We will need to have in-depth complaint reviews that are capable of determining if the customer complaint is valid, and to determine if products need to be removed if they do not meet quality standards. Our organizational goal is a high level of customer satisfaction.

In order to provide the best range of reviews, we will also email requests for customers to rate the products and services that they have ordered and received. This data will be extracted from our transaction database and aggregated into “Product Ratings”, and then be stored in our data mart for managerial review to ensure we are providing the best possible products and services.

Another challenge is that we will be offering health guidance. We want to be sure that customers understand we are not doctors and are not offering medical advice; we are simply working with them to help them achieve their health and fitness goals.

Even though we are offering no medical advice, we will have a medical doctor on staff that reviews all of our posts and listings to ensure that our literature and product descriptions are medically sound.

Our data mart will be an informational pipeline we can use to help us make sound business decisions that will help us grow our eCommerce wellness business, ensure we are profitable, and provide a high level of customer satisfaction.

References:

1. Assessment: Could Supplements Help You? (n.d.). *WebMD*. Retrieved from <https://www.webmd.com/vitamins-and-supplements/supplements-assessment/default.htm>
2. Bowflex Insider Team. (2017, September 26). Find the Perfect Workout for Your Personality Quiz. *Bowflex*. <https://www.bowflex.com/blog/perfect-workout-personality-quiz.html>