Database Design for eCommerce Health and Wellness Business

Team: The Wellness Team.

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Project Part1 – Concept Paper

ANA 655 June 15th, 2022 - Version 2

Based on the application that is previously designed, we propose to design a..

Designing North America that will then grow to become..

Our **application** needs to become a data mart for an eCommerce Wellness site that will record information about customers, sales (both equipment and supplements), sales agents, product, and business performance. This **application** is geared towards building a successful business model that supports our client base and helps us build a business environment that will enrich our clients lives as they link a healthy lifestyle between their daily choices and our products. It will also encourage all of our clients to choose fitness equipment, health supplements, and lifestyle choices that will help them create their own best life.

We do not manufacture any of these items 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 and ethical products to enrich their lives.

When customers sign up for one of our free memberships, they create a survey profile that helps us understand what they hope to gain from our company. From this initial survey, the customer is assigned to a salesperson who can help them meet their wellness goals. This not only drives sales but gives the customer a resource for their lifestyle needs

Some customers are only 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 (such as Peloton, Tonal, or NordicTrack) that will allow them to have a satisfying personal trainer experience at home.

From this initial questionnaire, each customer is assigned a **Wellness coach** who is devoted to providing the best possible service to help them achieve their goals.

All of this transactional information will be entered into a data mart which will be used to better understand our customers and which techniques best serve our customer so the company can better understand what products and services delight and our customer base.

From this **transactional database,** we will create a data mart that will help us better understand **our customers' goals and needs.** We will also learn which products do not meet our company standards (through customer reviews and sales performance) and will drop those products as we determine they do not meet our company standards.

For the pilot, typical complaints or endorsements will be collected in the operational database that is designed. To identify which products result in profit.

Our initial ERD model to determine our customers’ needs and response to our products is as follows:



ERD diagram 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 can also track salesperson performance and see which salespeople need extra training so they can maintain our high customer service standards.

We understand that when customers first encounter our services, they might not yet be sure about what services we offer. This is why, to meet their needs, along with our introduction, **we include the initial survey** which together, will help them understand how our company can support 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).

Graphical user interface

Description automatically generatedGraphical user interface, text, application, email

Description automatically generated

We will also have surveys ***geared towards the home workout market*** which will help customers choose the right equipment for them, similar to this survey 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 store inventory, product sales, survey findings, product reviews and complaints/critiques, and show us “the big picture***”:*** *what most of our customers are looking**for,* what wellness coaches and products provide excellent service, and which are lacking and need more support (or possibly, to be deleted). 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 which products and employees are ***performing poorly ,*** and which perform just fine, but have customer complaints simply through poor customer follow through. (It’s easy to blame the product or sales representative, but could it be that the customer themselves didn’t perform well?).

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

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 will be stored in our data mart for review by the company to ensure we are providing the best possible products and services.

Another challenge will be offering health information. We want to be sure that customers understand we are not doctors and are not offering medical advice; we are simply working to help them achieve their own 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 all of our literature and descriptions are medically sound.

Our data mart will be used to help us understand which products, services, and sales representatives offer the best possible customer service so that our company can provide our customers with exceptional customer service and support.

References

Assessment: Could Supplements Help You? (n.d.). *WebMD*. Retrieved from <https://www.webmd.com/vitamins-and-supplements/supplements-assessment/default.htm>

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