

Background

Online Store Redesign

The Girl Scouts of Greater Chicago and Northwest Indiana would like to replace the online store with new supporting software and a redesigned user-friendly interface. The current platform for the online store would be moved to X-Cart and the navigation and content would be updated to reflect membership trends.

In order to design the site in a way to maximize usefulness for the target audience, the design decisions must be driven by data on the current and potential user base for the online store. Currently available data is poor and difficult to obtain. Michael Hiller will develop a data warehouse for the purposes of writing queries to obtain a wide scope of information about the current users is desired to understand who the customers are and what their needs are, and to understand their pattern of usage.

Scope of Work

Member Data

Data on current online store use (via Business Catalyst), online customers (via Business Catalyst), RMS (brick and mortar and online customers combined), and Girl Scouts membership data exists in various forms.

Deliverables

The final deliverable will be in the form of a Microsoft SQL Server Database that will consist of the following:

- a single database that combines and cross-references:
 - member to customer data
 - online to in store purchases
 - all purchases for a single customer
- removes garbage and duplicate entries
- allows for categorization of store items in “essential” and “non-essential” categories
- allows for easy and repeatable entry of new data
- allows for easy and repeatable querying for custom data mining

Investment

The database will be hosted by GSGCNWI on existing local servers and will not require any additional licensing or hardware costs for GSGCNWI. This project will require a fixed cost of \$500 for DBA services that will provide the above.