# Uber (Vehicle for Hire):

## Business Problems:

1. Security Risk for the rider and the customer
2. Under paid drivers

## Facts/KPI’s:

Fact (One Fact represents one ride):

* Primary Key
* Car (FK)
* Rider (FK)
* Customer (FK)
* Location (FK)
* Time (FK)

KPI’s:

* Percentage of share earned by rider.
* Total miles driven.
* Total wait time.
* Number of passengers

Car (Dimension):

* PK
* Category
* Miles Travelled
* Name
* Color
* Plate Number

Rider (Dimension):

* PK
* First Name
* Last Name
* Contact Number
* Rating
* Comments/Milestones

Customer (Dimension):

* PK
* First Name
* Last Name
* Contact Number
* Rating

Location (Dimension):

* PK
* Pick-up Location
* Destination
* Continent
* Country
* State/Province
* City

Time (Dimension):

* PK
* ETA of rider to reach Pick-up location.
* Ride starting time.
* Ride ending time.

## Queries:

1. Calculate the rider’s earning in the month of February.
2. The total miles travelled by a car issued to a particular rider.

# Daraz (E-commerce):

## Business Problems:

1. Customers abandoning shopping cart midway.
2. Building and maintaining customers loyalty.
3. Proper online account authorization

## Facts/KPI’s:

Sales Fact (One Fact represents one order):

* Primary Key
* Product (FK)
* User (FK)
* Order\_Item (FK)
* Order (FK)
* Transaction (FK)

Carts Fact (One Fact represents one update in cart):

* Primary Key
* Product (FK)
* User (FK)
* Cart\_Item (FK)
* Cart (FK)

KPI’s:

* Number of transactions
* Shopping cart abandonment rate
* Ratio of new customers and returning customers
* Revenue per visitor

User (Dimension):

* PK
* Name
* Mobile
* Email
* Address
* Created\_at
* Last\_Login

Order (Dimension):

* PK
* Session\_ID
* Status
* Shipping
* Tax
* TotalPrice
* City
* Created\_at
* Updated\_at

Order\_Item (Dimension):

* PK
* Product\_ID
* Order\_ID
* Price
* Quantity
* Created\_at
* Update\_at

Transaction (Dimension):

* PK
* User\_ID
* Order\_ID
* Status
* Type
* Created\_at
* Updated\_at

Product (Dimension):

* PK
* Type
* Category\_ID
* Title
* Metatitle
* Price
* Slug
* Discount
* Created\_at
* Published\_at
* Updated\_at

Cart (Dimension):

* PK
* Session\_ID
* Token
* Status
* Grand\_Total
* User\_ID
* City
* Created\_at
* Updated\_at

Cart\_Item (Dimension):

* PK
* Product\_ID
* Quantity
* Total\_Price
* Discount
* Created\_at
* Updated\_at

## Queries:

1. Display the areas where customers proceed to checkout most(more than 60%)
2. Analyse and Display the most deleted item from all carts along with the users location

# Nokia (Mobile manufacturing):

## Business Problems:

* With tough competitors like iPhone and Samsung, Nokia was unable to adapt to the new technology and strategies.
* Even though Microsoft bought Nokia in 2013, the Windows Operating System used on a Smart Phone was a bold move while android and iOS were dominating the market. In January 2020, windows smartphones were officially declared unsupported.

## Facts/KPI’s:

KPI’s:

* Total Devices Sold
* Total Registered Users
* Open-source application store and its growth (e.g. Google Playstore)
* Number services being created and sold on the store

Facts (one fact represents one user):

* PK
* Order (FK)
* Account (FK)
* Apps (FK)
* Average daily usage (in hours)
* Frequency of visiting app store

Order (Dimension):

* PK
* Product\_ID
* Model
* Serial Number
* IMEI
* Manufactured\_On
* Warranty

Account (Dimension):

* Account\_ID (PK)
* Name
* DOB
* Gender
* Email
* Contact Number
* Location
* Software version installed (OS)
* Created\_at
* Updated\_at

Apps (Dimension):

* PK
* Account\_ID
* Number of Apps installed
* Number of Apps uninstalled
* Most liked Category of Application (e.g. Games)
* Last install at
* Last visit at

## Queries:

1. Number of users using latest version of operating system
2. Average number of apps installed on a device

# Meezan Bank (Marketing Campaigns):

## Business Problems:

* Customers in Islamic Banking systems rarely pay attention to ongoing services that would be beneficial for them because they are skeptical
* The use media to market Islamic banking is scarce and many Muslims don’t know that Islamic banking is being practiced.

## Facts/KPI’s:

KPI’s:

* Ratings for referral purposes
* Digital Customers
* Number of interactions
* Spike in Transactions
* Increase in Customer Registrations

Fact’s (One Fact Represents one user):

* PK
* Account (FK Dimension)
* Subscriptions (FK Dimension)
* Transactions (FK Dimension)
* Interaction (FK Dimension)
* Average Monthly Deposits
* Average Monthly Transactions

## Queries:

* Ratio of digital customers availing new services compared to non-digital customers
* Customers who gave positive scores and also gave referred to other non-customers