**INFO 3300 Data Warehousing**

**LEARN BY DOING – Chapter 3**

**Shane Bennett, Justin Griffin, and Courtney Coffey**

**Executive Summary**

The Coffee Merchant is a small store that ships coffee and tea around the world to its many customers. It is primarily a web-based company. The firm’s computer needs are relatively simple: record orders and track customers. The Coffee Merchant's inventory of coffee and tea is extensive. It offers coffee beans ranging from Kona Extra Fancy, grown in the United States, to varieties from Sumatra, Ethiopia, Yemen, Colombia, Costa Rica, and Papua New Guinea—to name a few. To fulfill the orders received on the Web site and over the phone, the Coffee Merchant employs 22 people. To monitor who is doing the best job of selling, management tracks which employee is responsible for each order. Only the employee who takes the order is associated with that order, and Web orders are assigned to an employee on a rotating basis. The goal of this data mart is to provide managers with actionable information about sales and earnings trends by identifying key business dimensions along which to analyze important sales/earnings measurements.

**Business Requirements**

* Customers purchasing habits over a more granular time scale to determine how quickly they use inventory. Using this we can predict when a customer will need coffee and produce a marketing campaign based off said results.
* Are there geological areas in the world that are “coffee hubs” that could be explored for marketing purposes, new customer analysis, potential physical store locations, etc?
* How much coffee is each employee selling? Are employees selling to one location more than another? This information would help managers monitor employee performance and identify any geographical areas that are not being targeted. Additionally, employees can see his or her own performance and recognize if he or she needs to improve.
* When is coffee/tea being sold and are some types more popular at certain points in time than others? This information would allow the business to better understand the trend or seasonality of its sales. With this information Coffee Merchant managers can more accurately plan for the future by managing its costs and efforts during popular periods of sale and/or focus its efforts on improving sales during low volume periods.  In

**Information Package**

**Information Subject: Sales/Revenue**

