

Strategy Model Process System

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Jan 24th, 2022

Analysis

What?

As partners with mBark, we will create different dashboards that will allow the company to see the most reliable information that will ensure the success of the company. A dashboard that will show them the product that have been sold the most, the products that sell the least, the products that gives them the highest revenue, forecasts that will predict the sales for them and some other graphs that will represent the financial position of the company.

As part of our goal we will also create a dashboard that will show to them the current status of their social media pages. We will show with graphs, timelines, slicers and more the posts that have brought the most customer to the company, the graphs for retention and charts that can represent the website traffic and that will allow us to predict the sales and interactions for the next month.

In order to meet the goals and expectations that we have described above, mBark We'll provide data from the last years from their websites such as Facebook, Instagram, Google Analytics, and their personal database. this will allow us to compare different data and we will use different programs such as Microsoft Excel, Tableau, Power BI, etc.

mBark is a company that focuses on providing accessories for Dogs and their goal is to help owners connect with their pets through functional accessories. They strongly believe that canines are man's best friend and for that reason they look for the best quality products to help customer to connect with their pets. They specialize in products for home and customer's pets to travel products. They always seek to improve activities through their products.

Strategy

We will schedule a meeting with the owner of mBark the first week of February 2022. We will talk to him about his business objective, his business mission, the challenges the company is facing right now, the challenges that the company has faced in the past, etc. We also want to gather information in regard to their database; where do they store the information, what programs or websites do they use, for how long they have had the data, the main issues they found with the data, their familiarization with the data,

Model:

One of the main things that we will do is to start to get into know the business. Because of the nature of the business, this is a market for pets and therefore there's a competitive market that we will definitely have to study in order to understand from the most basic aspects of the market to the specific characteristics of the company that that separate them from their competition.

Once we have a better understanding about the market and about the company we will go ahead and start with the blueprint of the project by sharing the expectations with the business owner as well as listening to their expectations for us. we will know that we have had success because of the results that the Dutch were and the other business identities that we create will bring it to the table. As the owner has mentioned already they want to increase their sales to a specific standard that the company has for the end of the year. this will also allow us to see and understand how big talking about size we will have to work with for how long and with who.

Process:

We will get access to the Business Data from the owner. They're currently using a Website managed by Wix, a Facebook page, and an Instagram page. once we have all this information the

next step will be to clean the data in order to get a better understanding of the database. Once we know where we are we will grab any other information that we might be missing and then we will start creating new tables, new entity diagrams that we will need for our dashboard. During the process we will also be communicating with the marketing director weekly or as it might be required. We're also going to communicate to any other stakeholder that might participate in the process and then needs to be aware of any changes that we may suggest or perform during the process. this will help us to have a better communication and to ensure that both parts share the same vision for the ending result.

System:

We will create a Power BI dashboard that will provide a report of the KPI's that the company is focusing on according to their business modele.

We will create an Entity Relationship Diagram that will allow us to improve the Data base that the business is currently using and we also create add data warehouse that can be easily be updated weekly or monthly by anyone at the company.

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