

Assignment 1

LET'S EXPLORE and EXPLODE



Customer



Consumer





Platforms

Brick & Mortar



E-Commerce





Retailer



Direct



Distributor



Kem-CHHO

Babu

Teri-naki



Channel

Retailer



Direct



Distributor

NEPTUNE

Profit and loss statement



Gross Price: 30 \$



Pre-Invoice Deductions

Yearly discount agreements made at the beginning of
each financial year



Gross Price: 30 \$
- Pre-invoice Deduction: 2
= Net Invoice Sales: 28



Promotional offers





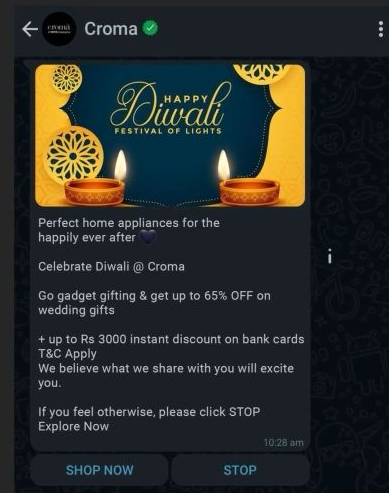
Gross Price: 30 \$

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

cromā
The Electronics Megastore

Promotional offers





Gross Price: 30 \$

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28



Promotional offers



Promotional offers

+

Placement Fees

+

Performance Rebate



Gross Price: 30 \$
- Pre-invoice Deduction: 2
= Net Invoice Sales: 28



Promotional offers



Promotional offers

+

Placement Fees

+

Performance Rebate

=

Post-invoice Deductions



Gross Price: 30 \$

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

- Post-invoice Deductions: 3



Promotional offers



Promotional offers

+

Placement Fees

+

Performance Rebate

=

Post-invoice Deductions



Gross Price: 30 \$

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

- Post-invoice Deductions: 3

= Net Sales: 25



The logo for cromā, with the word 'cromā' in a white serif font and 'The Electronics Megastore' in a smaller white sans-serif font below it, all contained within a teal rectangular box.



Gross Price: 30.5

- Pre-Invoice Deductions: 2

= Net Invoice Sales: 28

- Post-Invoice Deductions: 3



**Net sales is basically the
Revenue of AtliQ**



Gross Price: 30 \$

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

- Post-invoice Deductions: 3

= Net Sales: 25

- Cost Of Goods Sold (COGS): 20

cromā
The Electronics Megastore

Manufacturing Cost

+

Freight
(Transportation)

+

Other Cost

=

COGS



Gross Price: 30 \$

- Pre-invoice Deduction: 2

= Net Invoice Sales: 28

- Post-invoice Deductions: 3

= Net Sales: 25

- Cost Of Goods Sold (COGS): 20

= Gross Margin: 5

Gross Margin % of Net Sales (GM/NS): 20 %

cromā
The Electronics Megastore

The logo for cromā, featuring the brand name in a lowercase, serif font, with the tagline 'The Electronics Megastore' in a smaller, sans-serif font below it.

IMPORTANT TERMINOLOGIES

ETL , OLAP vs OLTP

**Data
Warehouse**

ETL

OLAP

OLTP



Customer



Consumer



Sales Software

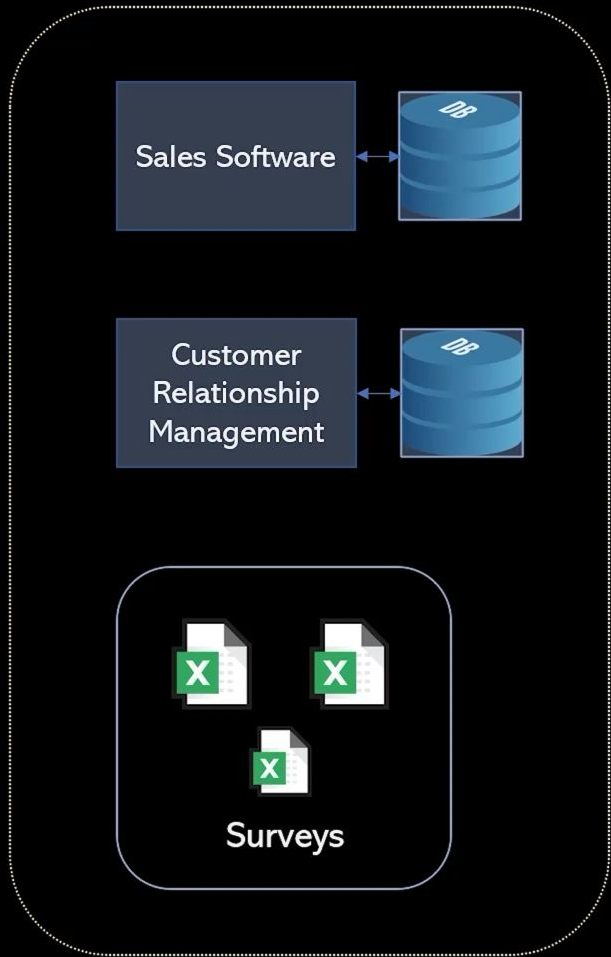


Customer
Relationship
Management



Surveys

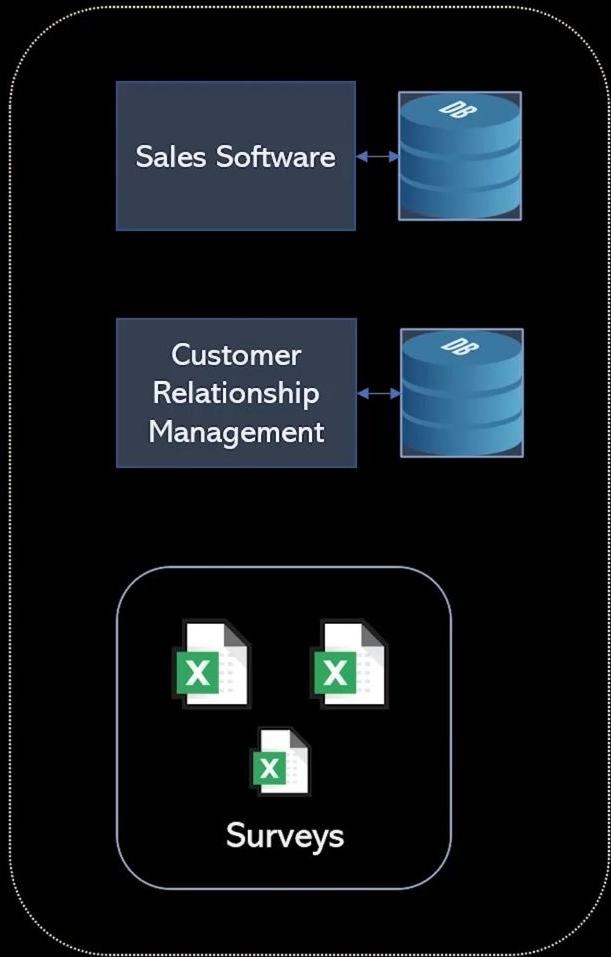
Software Engineer



Software Engineer



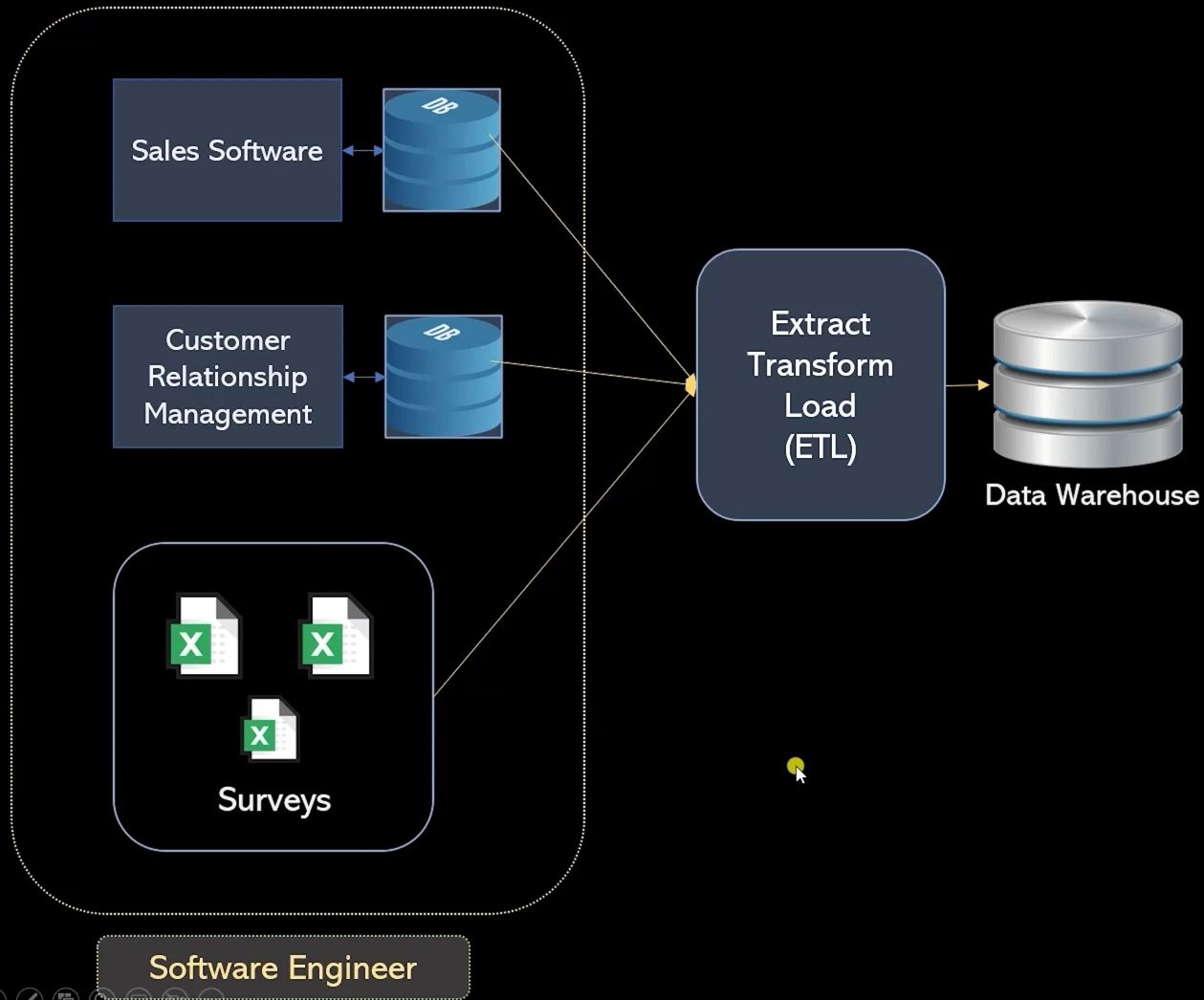
Data Warehouse

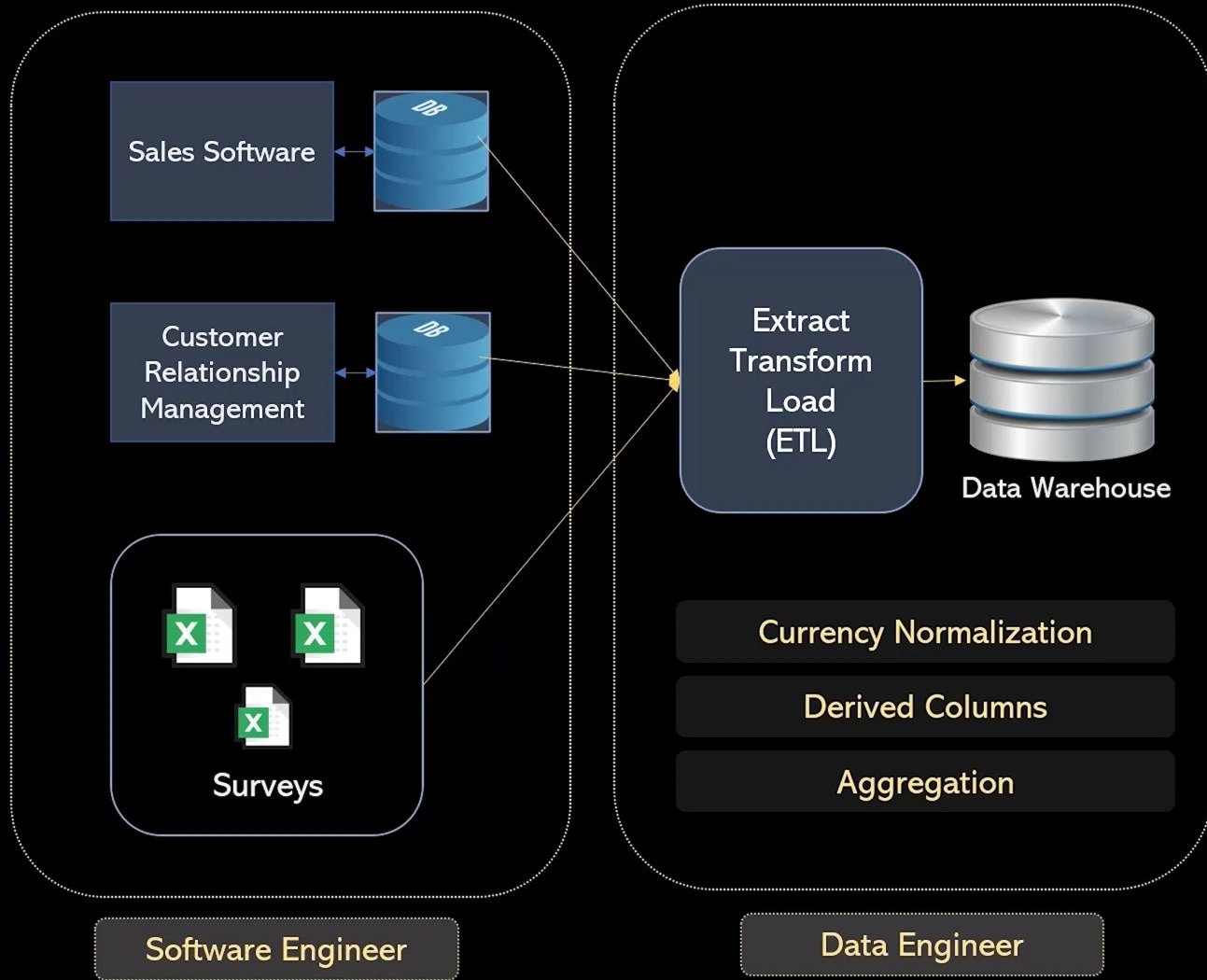


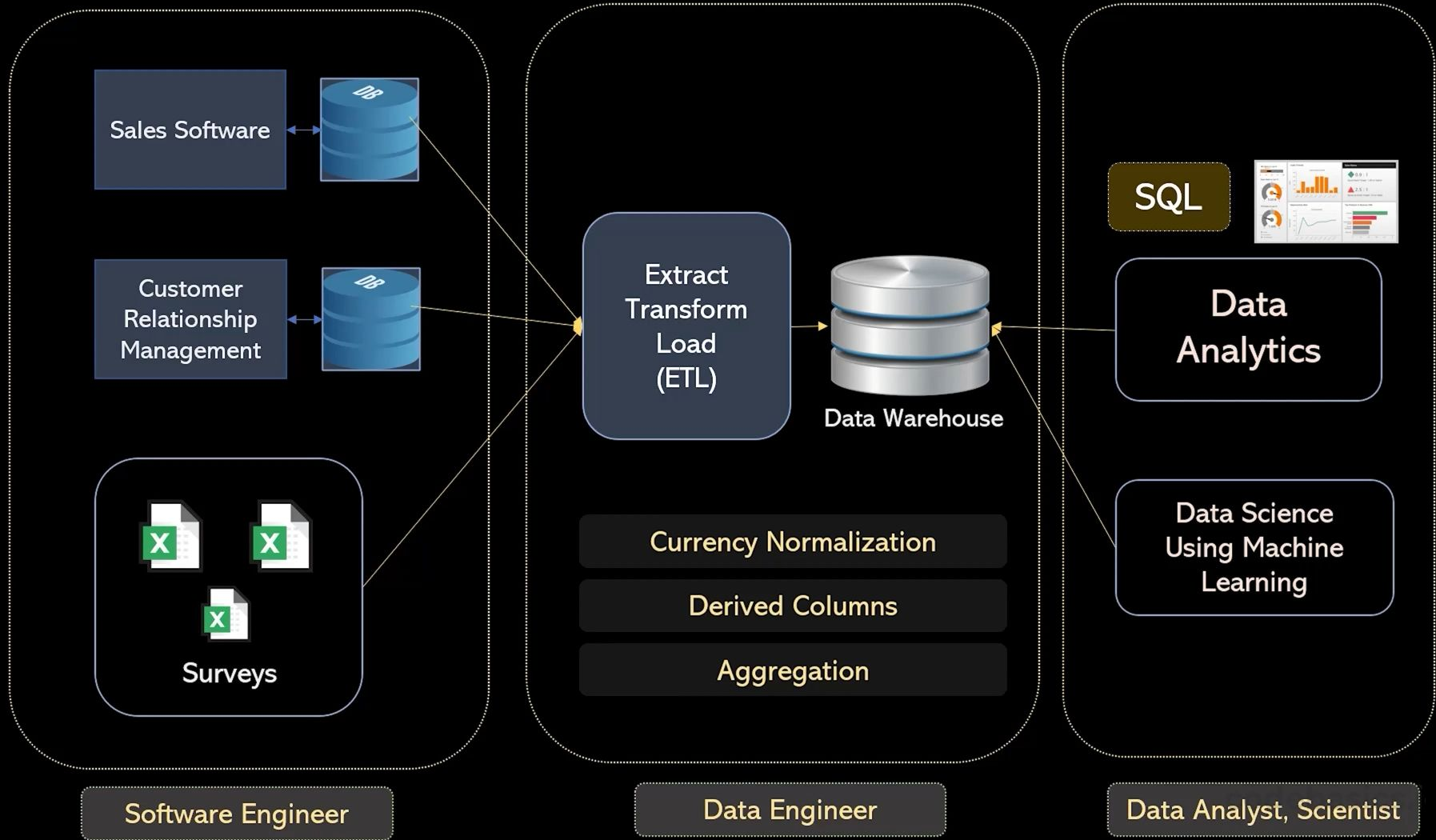
Software Engineer

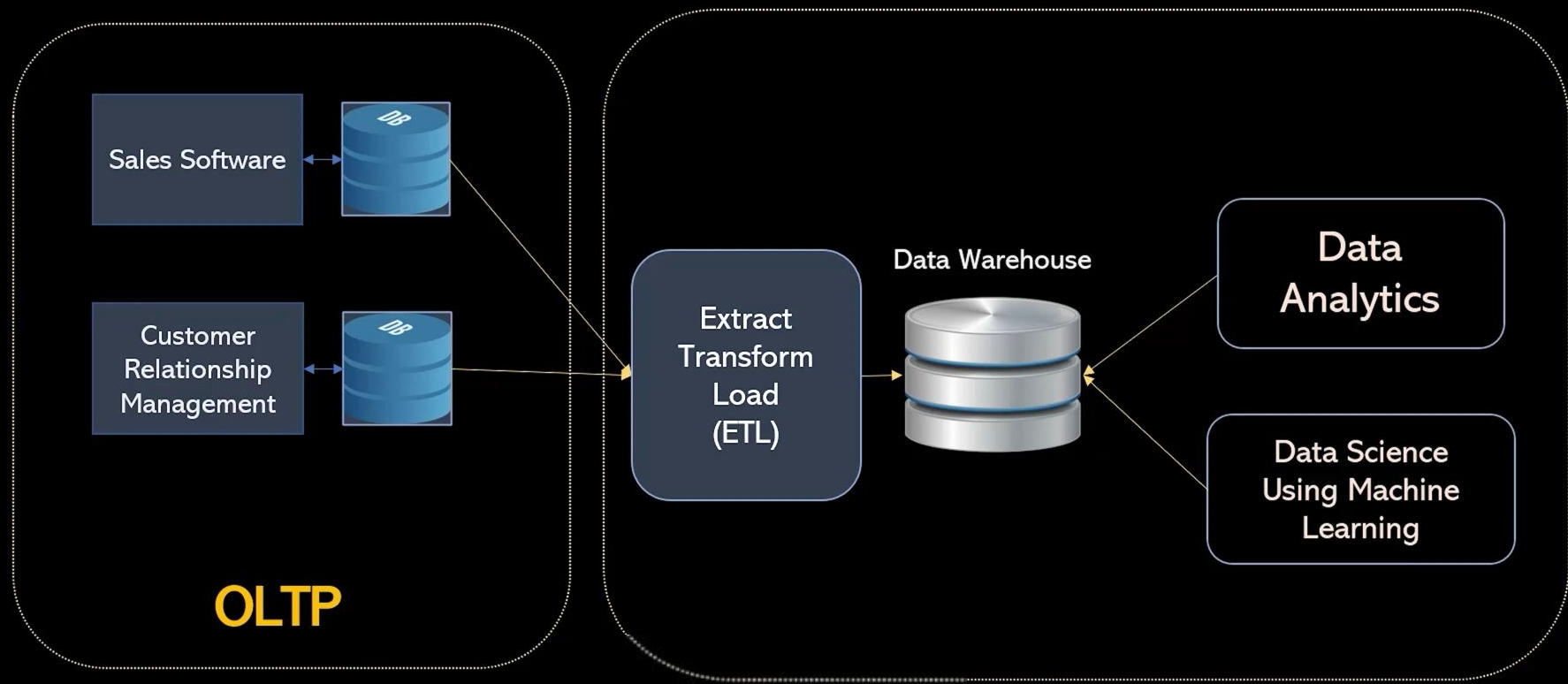


Data Warehouse

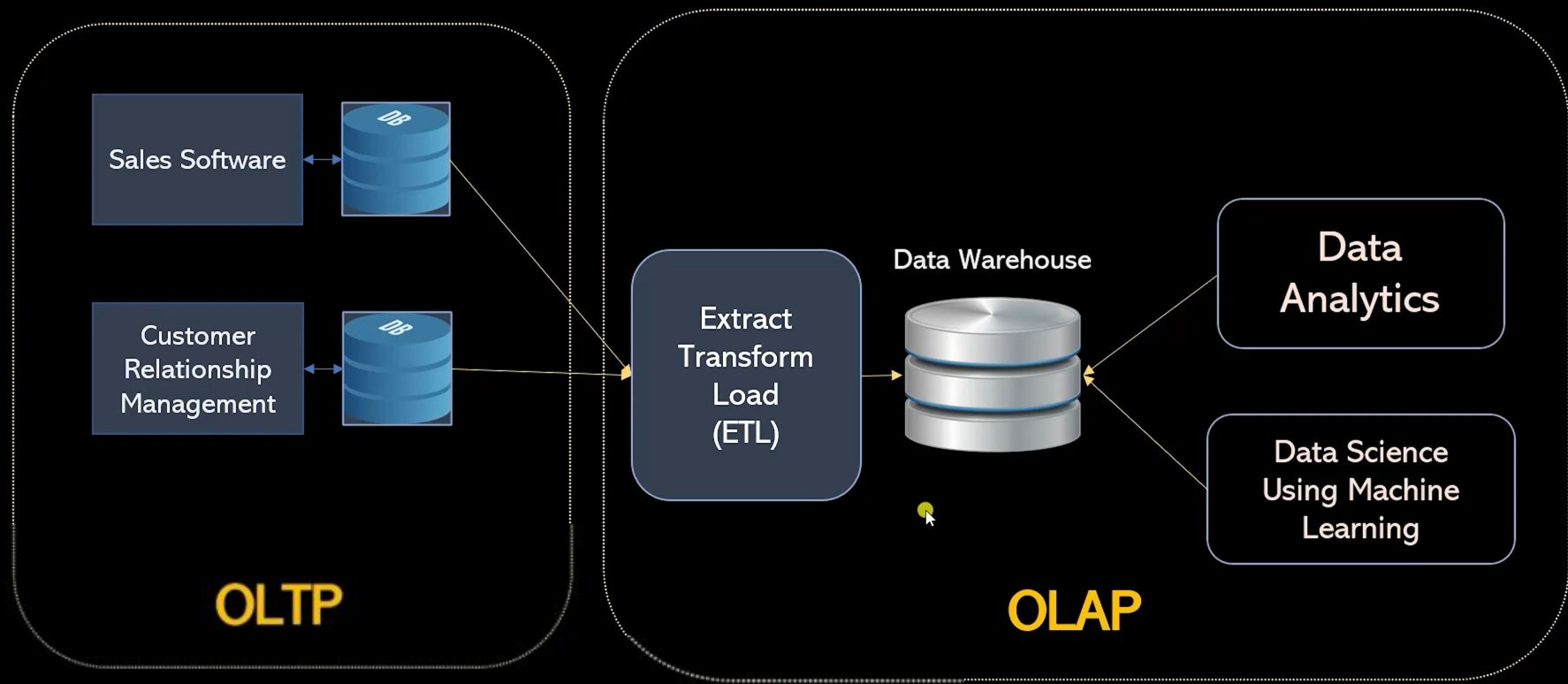








**OLTP = Online
Transaction Processing**



**OLTP = Online
Transaction Processing**

OLAP = Online Analytical Processing

Data Catalog

A	B	C	D
DB Server	TableName	Description	Contact
GDB041	FactForecastMonthly	Contains historical forecast, current forecast at monthly level	Jarvis Singh
GDB041	FactSalesMonthly	Contains sales up to date at Monthly level	Jarvis Singh
GDB013	Regional Forecast	Forecast at different levels of granularity as per region	Loki Lal
GDB014	Regional Sales	Sales at different levels of granularity as per region	Loki Lal
GDB041	ManufacturingCost	Currency in USD, data at fiscal year level	Jarvis Singh
GDB041	PostInvoiceDeductions	Currency in USD, data at monthly level	Jarvis Singh
GDB017	Regional Cost & Deductions	Local Currency	Loki Lal
GDB041	PreInvoiceDeductions	Currency in USD, data at fiscal year level	Jarvis Singh
GDB019	RegionalMarkUpCost	Local Currency	Loki Lal
GDB020	RegionalOperatingExpenses	Local Currency	Loki Lal
GDB041	DimCustomer, DimProduct, DimMarket		Loki Lal
GDB022	Regional Freight	Local Currency	Loki Lal
GDB041	FreightCost	Freight' and 'other costs' is % of Net Sales	Jarvis Singh
GDB024	DailySales		Loki Lal
GDB041	GrossPrice		Jarvis Singh

Note

Updated DB server name "gdb0041"

Data Catalog

A	B	C	D
DB Server	TableName	Description	Contact
GDB041	FactForecastMonthly	Contains historical forecast, current forecast at monthly level	Jarvis Singh
GDB041	FactSalesMonthly	Contains sales up to date at Monthly level	Jarvis Singh
GDB013	Regional Forecast	Forecast at different levels of granularity as per region	Loki Lal
GDB014	Regional Sales	Sales at different levels of granularity as per region	Loki Lal
GDB041	ManufacturingCost	Currency in USD, data at fiscal year level	Jarvis Singh
GDB041	PostInvoiceDeductions	Currency in USD, data at monthly level	Jarvis Singh
GDB017	Regional Cost & Deductions	Local Currency	Loki Lal
GDB041	PreInvoiceDeductions	Currency in USD, data at fiscal year level	Jarvis Singh
GDB019	RegionalMarkUpCost	Local Currency	Loki Lal
GDB020	RegionalOperatingExpenses	Local Currency	Loki Lal
GDB041	DimCustomer, DimProduct, DimMarket		Loki Lal
GDB022	Regional Freight	Local Currency	Loki Lal
GDB041	FreightCost	Freight' and 'other costs' is % of Net Sales	Jarvis Singh
GDB024	DailySales		Loki Lal
GDB041	GrossPrice	Currency in USD, data at fiscal year level	Jarvis Singh

Note

Updated DB server name "gdb0041"