**Brian Corcoran & Max Mershon**

**INFO 4240 – Data Warehousing**

**University of Denver**

**June 27th, 2018**

**REDWOOD REALTY**

**Executive Summary**

Redwood Realty serves all of Humboldt Country in northern California. The firm helps customers buy and sell houses. To generate revenue, sellers not buyers are charged a commission. Redwood operates with 29 agents and support staff, all agents must be licensed at the state level. Typically, the commission rate is 6% however at time this can be negotiated. The commission paid is split between the buying agent, selling agent, and their companies. The primary advantage to using a real estate professional is that they are familiar with all the regulations and rules involved in both selling and purchasing a home.

The firm currently has an OLTP transactional system for tracking daily activities around listings, customers, agents. Since agents can get very busy working with multiple customers the OLTP system also tracks customer contact including bids made on properties. The agents of Redwood have requested that a new reporting system be created to give them better information about the bids customers are making. The agents believe they will be able to better serve their customers with using over time trend information about bids made. Management also wanted to have reporting information over time on commissions and agent performance.

Due to the competitive advantage this new reporting system could provide the firm has decided to move forward with a project to create an OLAP based DataMart that will allow easy analysis of all bids.

**Business Requirements**

Management

* How many bids does Redwood generate for each listing? Which properties demographics (beds, baths, location, etc) generate the most bid for the firm.
* Which agents are generating the most bids? This data will allow management to identify which agents are best at generating leads and who may need additional help or training. While the OLTP system tracks information on agents such as birth date and gender, management has request this not be included in the OLAP system to avoid any appearance of possible discrimination.
* How property or customer types impact commission rates? This information will allow for better understanding of how negotiation of commission rates impact revenue.

Agents

* What is the average bid price? How does it vary by the number of zip code, bedrooms, bathrooms on the property as well as over time? This will inform Redwood what the market is willing to pay for properties based on its attributes as well as market trends.
* What is the bid/listing price ratio for homes list? How does it vary by the customer’s zip code? This will inform us where customers are willing to pay the most or where the best values are.
* How long a property is typically on the market before bids come in? This will allow agents to better set customer expectations.

**Information Package (IP)**

