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| **Project Charter** | | | |
| **Project Name** | IST 722 Group-1 Project Assignment – Fudgeflix & Fudgemart Sales | | |
| **Project Description** | Integraton of two companies FudgeMart and FudgeFlix | | |
| **Project Manager** | **Aishwarya Dhanda** | **Date Approved** | **01/14/2022** |
| **Project Sponsor(s)** | **Prof. Humayu H Khan** | **Signature** | **Aishwarya** |
| **Business Case** | | **Expected Goals/Deliverables** | |
| Improve Sales for the integrated FudgeFlixMart | | **Requirements** | |
|  | | Merge the two DW, FudgeMart and FudgeFlix to show combined sales. | |
| **Team Members** | |  | |
| **Name** | **Role** |  | |
| **Aishwarya Dhanda** | **Project Manager** | **Deliverables**  1. Merge two DW together | |
| **Dixitha Kasturi** | **Data Analyst** | 2. BI from the merged DW | |
| **Shannon Gambuti** | **BI Analyst** | 3. Present Recommendations to improve sales | |
| **Bhargav Konakanchi** | **Data Engineer** |  | |
|  |  |  | |
| **Risks and Constraints** | | **Milestones** | |
|  | Time Constraint | 1. Roles Distributed | 01/10/22 |
|  | Merging of two DW | 2. HDM | 01/11/22 |
|  | Make sure no double values | 3. DDM | 01/11/22 |
|  | Full Data not available for 2013 | 4. ETL Integration | 01/12/22 |
|  |  | 5. BI | 01/13/22 |
|  |  | 6. Present to Sponsor | 01/14/22 |

# **Business Requirements**

Improve Brand Recognition by merging Fudgemart and Fudgeflix.

# **Functional Requirements**

To see the integrated datawarehouse for both the fudgeflix and fudgemart together.

To be able to add data in the future in the newly integrated way.

# **Business processes (related to above questions)**

1. Order Fulfillment

2. Sales

3. Inventory

4. Customer Service

5. Sales Coverage

# **Business Process (selected from above) for integration implementation**

To improve sales of newly merged company from integrating fudgemart and fudgeflix.

**Dimensions**: Date, Products (Integrate FF and FM), Customers (FM customer and FF account)

**Fact**: Sales depicting integrated DW

# **Comments**

Following are Business Recommendations:

1. Provide Annual Discounts on Electronics
2. Provide FudgeFlix Discount for FudgeMart customers
3. Provide 1-month free membership for new FudgeFlix customers
4. Include or gather data for the whole 2013