Enterprise Sales Application Part I

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**Introduction**

The Enterprise Sales Application will help querying the data in the database in a fast and efficient way to allow analyze this information by giving decision makers the tools to make the write decisions for benefit of the company and to stay competitive in the market.

**Project Implementation**

**Discovery**

The discovery process is the gathering of requirements, and analyzing their definition. At this stage the project manager will collect information related to the technology, data, and applications required to accomplish the end result of a working data warehouse. Stakeholders will be identified, and interviewed and all basic elements of the initial design will be disseminated. (Poolet, 2009).

**Design**

The design process involves getting the basic models that will define the data warehouse together. This is a process that will be refined by key project participants being involved with the basic and final designs, Designs will apple to the technology, data, and application tracks defined in the discovery phase above.

**Develop**

Once the models of the data warehouse database and application are finalized, the actual data warehouse will go to the developers. The project manager will keep a close eye on the project as it develops to make sure that it fits the models set in the discovery and design phases, and meets the needs of the stakeholders.

**Deploy**

After the development phase wraps up, the database and supporting applications will be deployed to the users and stakeholders for initial testing and evaluation.

**Business Requirements**

As Lafleur Trading Company has grown and expanded over the years, servicing many locations all over the world, it has accumulated vast amounts of data. The current system being used to storage, monitor, and analyze the company’s data is no longer sufficient.

**Project MOV**

One of Lafleur’s organizational goals is to improve business decisions made by executives and managers, and improve sales. This project will support the organizational goal by improving data monitoring and analysis through the implementation of new data warehouse and business intelligence application. This project goal will be referred to as the *measurable organizational value* (MOV).

**Scope**

The following statements will help to define and limit the scope of the project so that unnecessary work is eliminated.

*Scope Statement*

* Create data warehouse for Enterprise Sales and Business Intelligence
* Develop data mining strategy for data warehouse
* Design executive dashboard for Business Intelligence metrics

*Out of Scope*

* Implement new Sales Application

**Stakeholders**

The Chief Operating Officer and VP of Operations for Lafleur are the sponsors of the project. The stakeholders include executives, managers, and users of the new data warehouse and business intelligence application.

**Dimensional Model**

|  |
| --- |
| **Table** |
| Invoice |
| Shipment |
| Warehouse |
| Orders |
| Order\_Line |
| Supplier |
| Product |
| Product\_Detail |
| Customer |
| Customer\_Detail |
| Customer\_X\_ADR |
| Currency |
| Exchange\_Rate |
| Sales\_Product |
| Sales\_Rep |
| Inventory |

This enterprise sales application for Lafleur Trading Company will use a dimensional model with a Star schema with fact and dimension tables. It is integrated with sixteen tables listed below:

This dimensional model with a Star schema for the data warehouse has the advantages of the easiness for users to understand the data structure, navigation optimization, query performance, referential integrity, and load performance and administration. It also allows the use of special techniques statements to query the tables like STARjoin and STARindex.

References

Ponniah, P (2010) Data Warehousing Fundamentals for IT Professionals, Second Edition. John Wiley & Sons, Inc.

<http://gkmc.utah.edu/ebis_class/2003s/Oracle/DMB26/A73318/schemas.htm>