Enterprise Sales Status Report

Elbio Iseas, Minh Thien Tran, Neil Goldstein, Rob Fassett

DBM/460

October 17, 2016

Daniel McDonald

**Introduction**

Lafleur Trading Company executive management team requested a business intelligence sales application to better monitor and analyze data in their application. The Business Intelligence Architecture for the data warehouse of Lafleur Trading Company is built on these five components:

1. Data (Coming from internal and external sources)
2. People (Those who participate in the input processes)
3. Processes (Extraction, Transformation, and Loading (ETL))
4. Technology (Software for Data Visualization, Monitoring, Data Analytics)
5. Management

The data visualization tools that will best meet Lafleur business intelligence needs are SQL Server Report Services. This tool will allow the creation of dashboards for helping executives make efficient decisions.

References

Ponniah, P. (2010). *Data warehousing fundamentals for IT professionals* (2nd ed.). John Wiley & Sons, Inc.

Linoff, G. S., & Berry, M. J. A. (2011). *Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management (3rd ed.).* Indianapolis, IN: Wiley Publishing, Inc.