

To: CEO Snodgrass

From: Erin Ballar

Date: November 22, 2023

Subject: Insights from Our Data Warehouse

Our company has been questioning the overall value of its data warehouse, and if it is worth the efforts and costs of maintaining. To aid in this tough decision, I mined the data in the warehouse to determine if it could further help our company reach its goals. After extensive evaluation, I have come to the conclusion that the maintenance and costs for the data warehouse are justified. In this memo I will outline the insights I have found, as well as my recommendations going forward.

Through our data warehouse, I was able to learn a great deal about our customers and their preferences. For example, a majority of our internet sales derive from North Americans with high to moderate incomes. Additionally, most of their sales were for accessories. Our resellers also purchase bikes more than any other category, especially when there is an associated volume discount promotion. Lastly, a majority of our customers are short distance commuters that purchase bike accessories and maintenance items.

Based on the information I've gathered, I have the following recommendations:

- Increase brand awareness in the Pacific and Europe regions
- Consider having more discount promotions for our direct internet customers
- Push more advertisements on clothing and accessory gear
- Targeted promotions and/or advertisements based on the customer's commuting distance.

The insights I discovered from the data warehouse are only a small fraction of what could be learned. There is so much more data within it to be explored and analyzed, and for this reason I highly recommend continual support of the data warehouse.