

The background is a solid light pink color, densely covered with small, circular confetti pieces in various colors including teal, yellow, orange, and dark red. The confetti is scattered across the entire frame, creating a festive and celebratory atmosphere.

Proof Of Value Showcase

19 April 2023

Team



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Agenda

Overview and Goals

Detailed Requirements

Solution Context

Architecture Diagram

Social Responsibility

Implementation

Target State and Roadmap



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OVERVIEW AND GOALS



Overview

Gargoyle is a *Canadian* wine club that offers curated selections of premium wines to its members.

Gargoyle aims to provide a personalized wine experience to its members, with a focus on high-quality Canadian wines. It has membership programs that offer **regular shipments** of wines to members. They can be a great way for wine enthusiasts to discover new wines, learn about different regions and varieties, and build up their wine collections.

Some wine clubs specialize in specific regions or types of wines, while others offer a more diverse selection.

Membership benefits can include discounts, early access to new releases, and invitations to events and tastings.



Client Concerns

Gargoyle has data that has to be stored in a specific database so that it can be accessed easily. Is this database storage going to be on premises, hybrid or on cloud?

Sometimes there are module failures that could cause service disruption and system down time. Are any Business continuity measures set in place, and what could be the Recovery time objective (RTO) for the overall system **for Gargoyle**?

Clients are concerned about the privacy of their data and want to ensure that their data is not shared with any third-party without their permission. What measures do clients anticipate from SaaS providers to ensure data privacy, prevent third-party information sharing, and comply with applicable data protection regulations?

The application will have a user profile which stores user preferences. What policies and procedures will be in place to manage user identities, access privileges, and authentication?

The ability to use a SaaS application in different languages or to quickly translate it into various languages might be a concern for clients. How can SaaS providers make their applications language-friendly and easily translatable?

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DETAILED REQUIREMENTS

List of Requirements

- **Storage** that is hybrid, with combination of both the on-premise and cloud services
- A high-quality **hybrid backup solution**, for instance, can instantly restore your data from both local and cloud storage locations.
- **Encryption of the data** can help protect the data and prevent the hackers from unauthorized access of vital information.
- The application that can implement **user authentication** to verify the identity of each user before granting access to their profile. This can be achieved using various methods such as passwords, multi-factor authentication, biometric authentication, or social login.
- **Translation management system** (TMS) that can manage the translation process, provide translation memory, and ensure consistency across the translated content.

Estimated Cost

For a small business

Requirement	Estimated Cost
Hybrid Cloud : Private Cloud (Varies as per the CSP)	>\$1,810
Hybrid Cloud : Private Cloud (Varies as per the CSP)	>\$3889
On premise(varies as per the requirements)	>\$2000
Hybrid Backup Solution	\$120 Yearly
Third Party Encryption Services	\$200-1000 per month
Implementation of multi-factor authentication	\$300 –1000 per month
Translation Management System	\$1000 per month

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SOLUTION CONTEXT

Data Sources:

The data for the wine subscription based company would include, data from different sources. Various types of data would be on lines of:

Sales, Member, Wine, Website Analytics

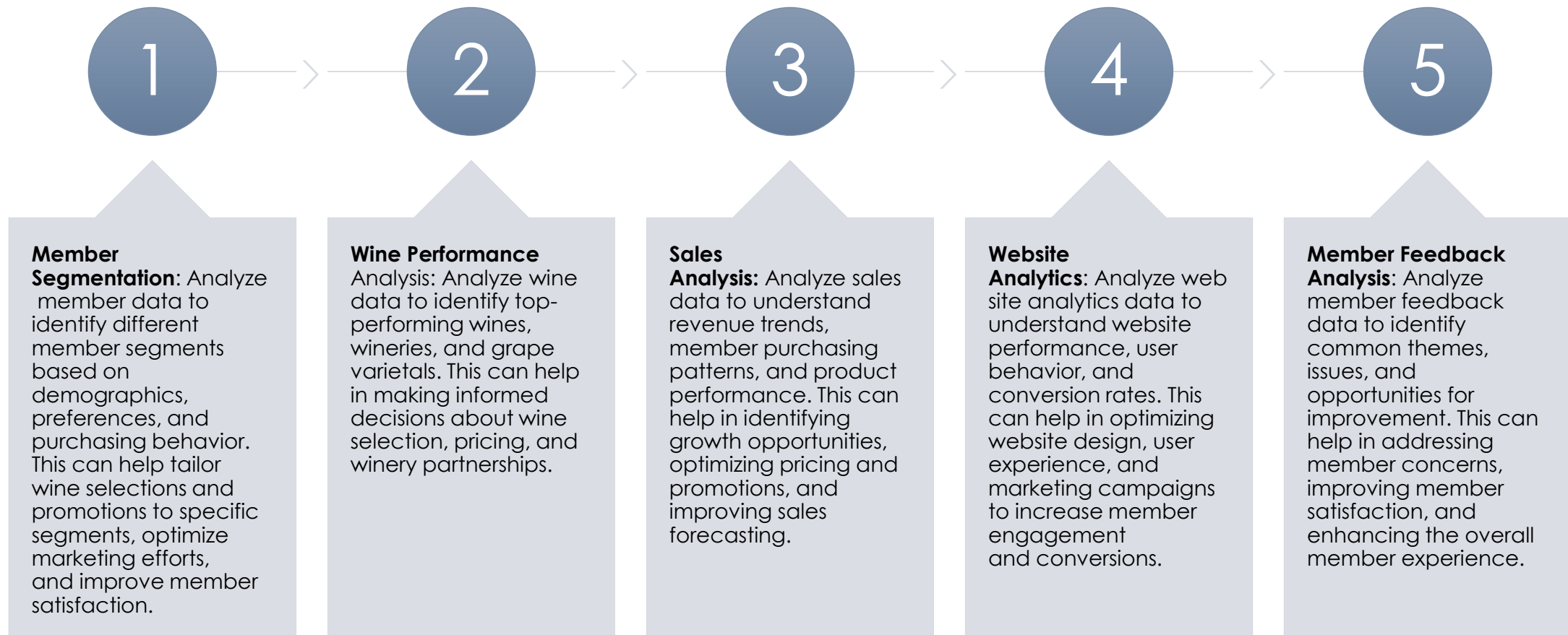
Sales Data: This includes transactional data such as member purchases, order history, and sales revenue. It provides insights into member preferences, purchasing patterns, and revenue trends.

Member Data: This includes member profiles, demographics, preferences, and feedback. It helps in understanding member preferences, behavior, and feedback to tailor wine selections and promotions.

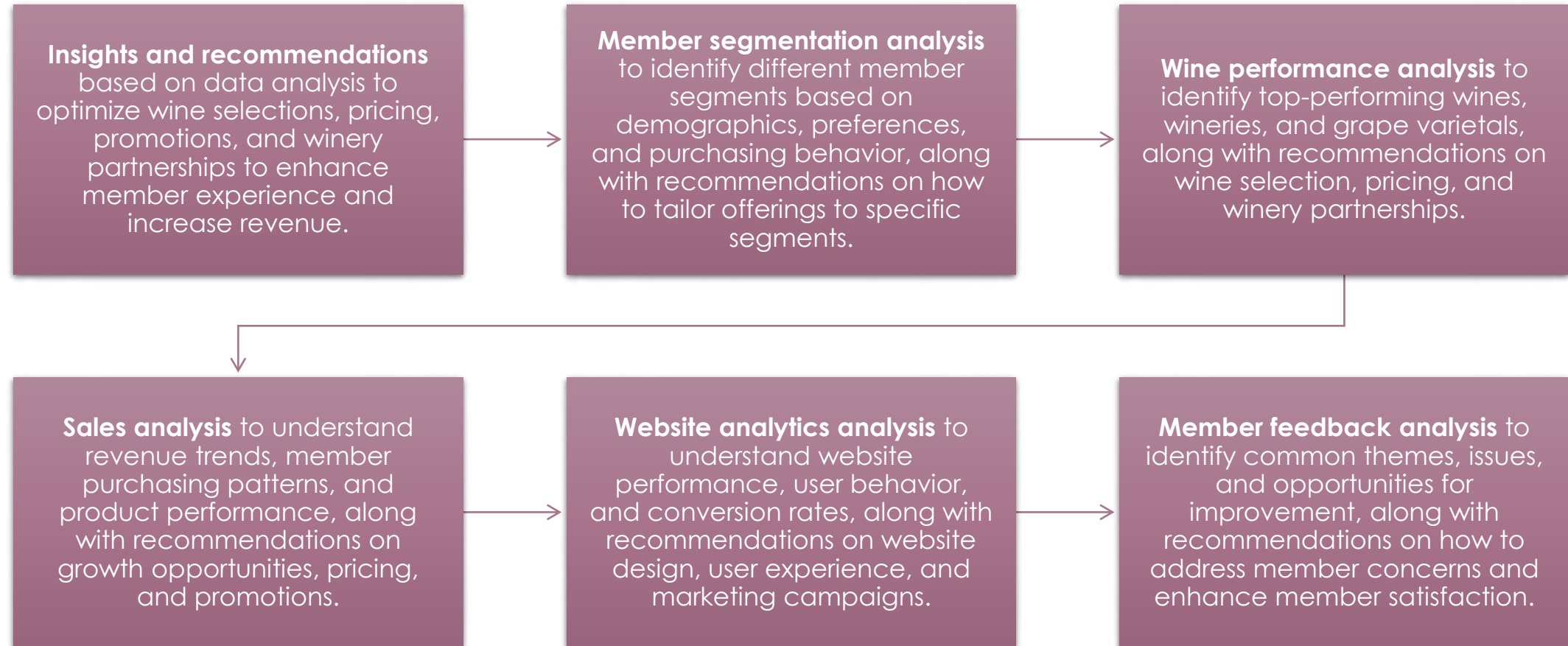
Wine Data: This includes information on the wines offered by Gargoyle, such as winery, grape varieties, vintage, ratings, and pricing. It helps in analyzing wine performance, identifying popular varieties, and evaluating winery partnerships.

Website Analytics: This includes data from the Gargoyle website, such as website traffic, page views, bounce rates, and conversion rates. It provides insights into member engagement, website performance, and user behaviour.

Data Analysis Goals



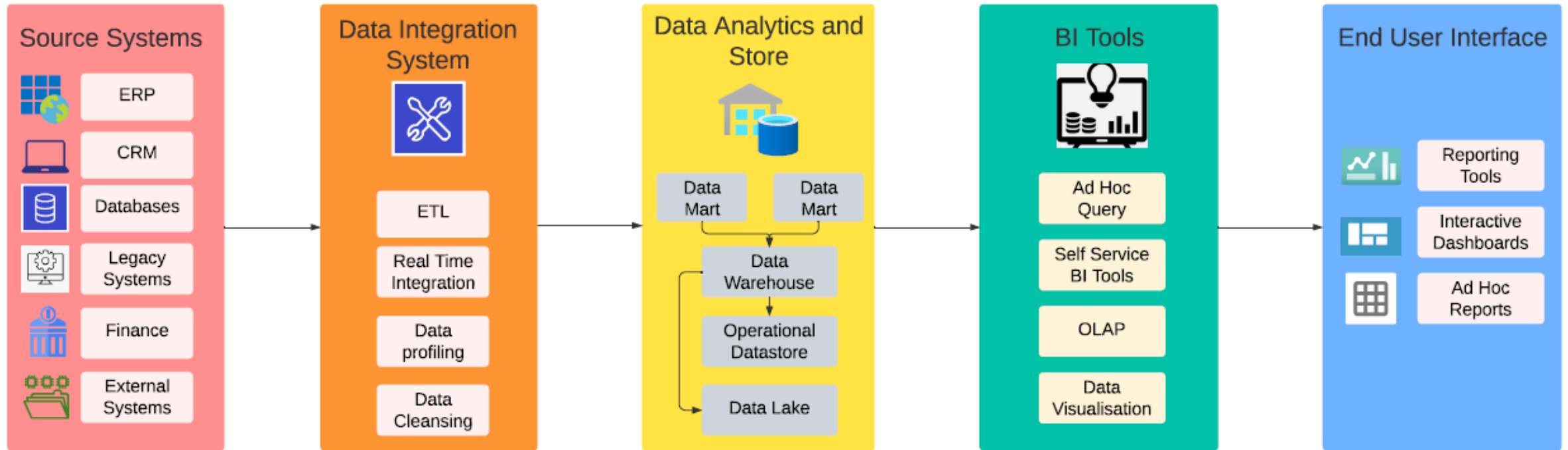
Deliverables



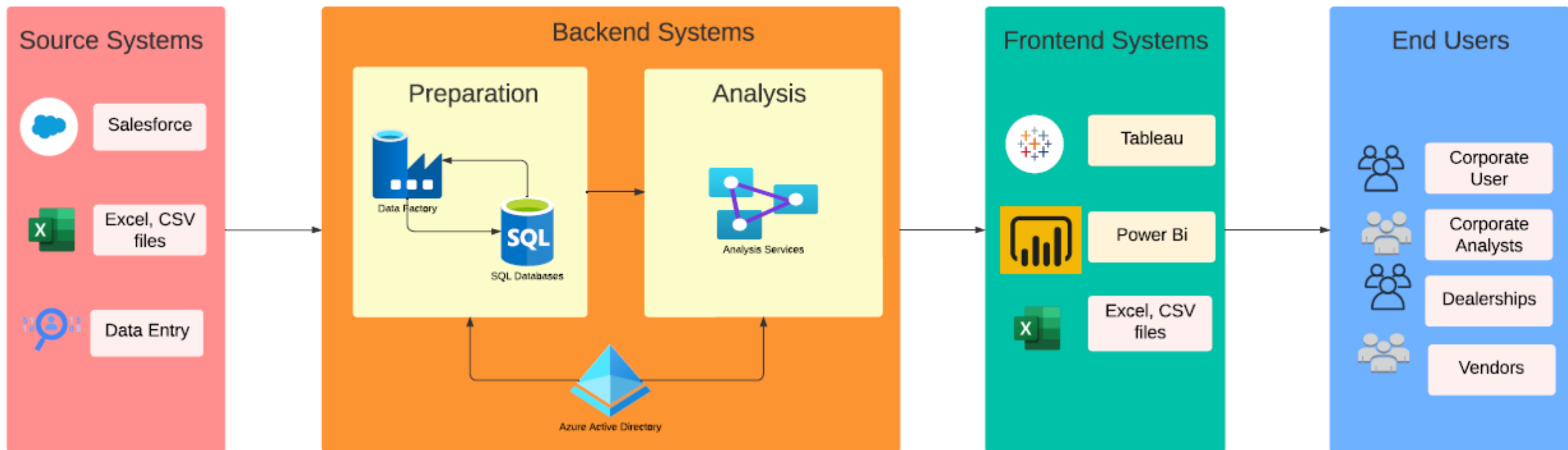
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ARCHITECTURE DIAGRAM

Systems Application Architecture



Infrastructure Architecture



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SOCIAL RESPONSIBILITY

Social Responsibility - The Solution

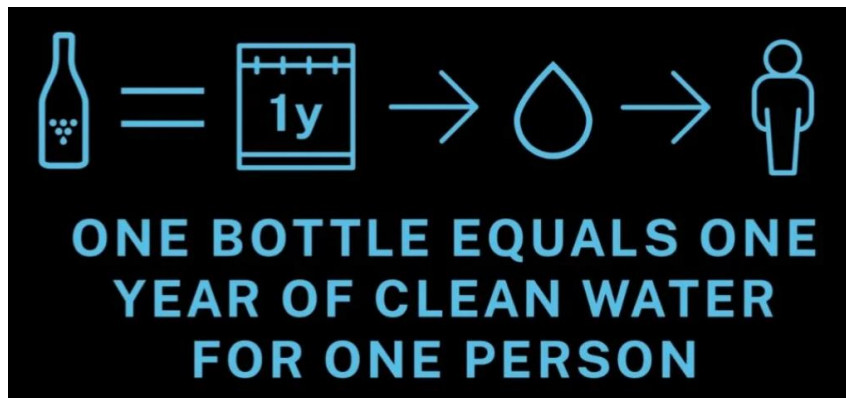


By the **analysis, the aim is to** help **manage** resources and reduce wastage. When analyzing, it's important to consider the **potential social impacts of the findings**. For example, identifying and addressing social or environmental issues related to wine production, distribution, or consumption can be part of the social responsibility of the business. This may include considering sustainability, fair trade, or other social and environmental factors in the data analysis process.



The project aims to present results of data analysis to be reported transparently and communicated in a clear and understandable manner. This includes presenting findings objectively, acknowledging any limitations or uncertainties in the data or analysis, and avoiding misinterpretation or misrepresentation of results. Transparent reporting helps build trust with stakeholders and ensures that the information is used responsibly for decision-making.

Solution Responsibility - The Client



Gargoyle has partnered with water.org to help empower people through access to safe water and sanitation through affordable financing. We call it the Drink Better Initiative.

"Our goal is to change 350,000 people's lives by 2023. We are already over 180,000. It won't be easy but, we think, doable. For every bottle you receive from Gargoyle, you are giving one person a full year of clean, and safe water. We do this because it's nothing short of a global crisis.

Safe water should be easily accessible, not a privilege.

One of the major barriers to safe water and sanitation is affordable financing. We address this barrier head-on through access to small, easily repayable loans. Every repaid loan creates a new opportunity for another family.

By supporting Gargoyle and Water.org, we become part of a solution that reaches more people, faster. Together with 132 partners around the world, Water.org has helped mobilize more than \$2.2 billion in capital to support small loans that bring access to safe water and sanitation to millions of people in need.

That's how every receiving one bottle creates \$68 worth of impact."

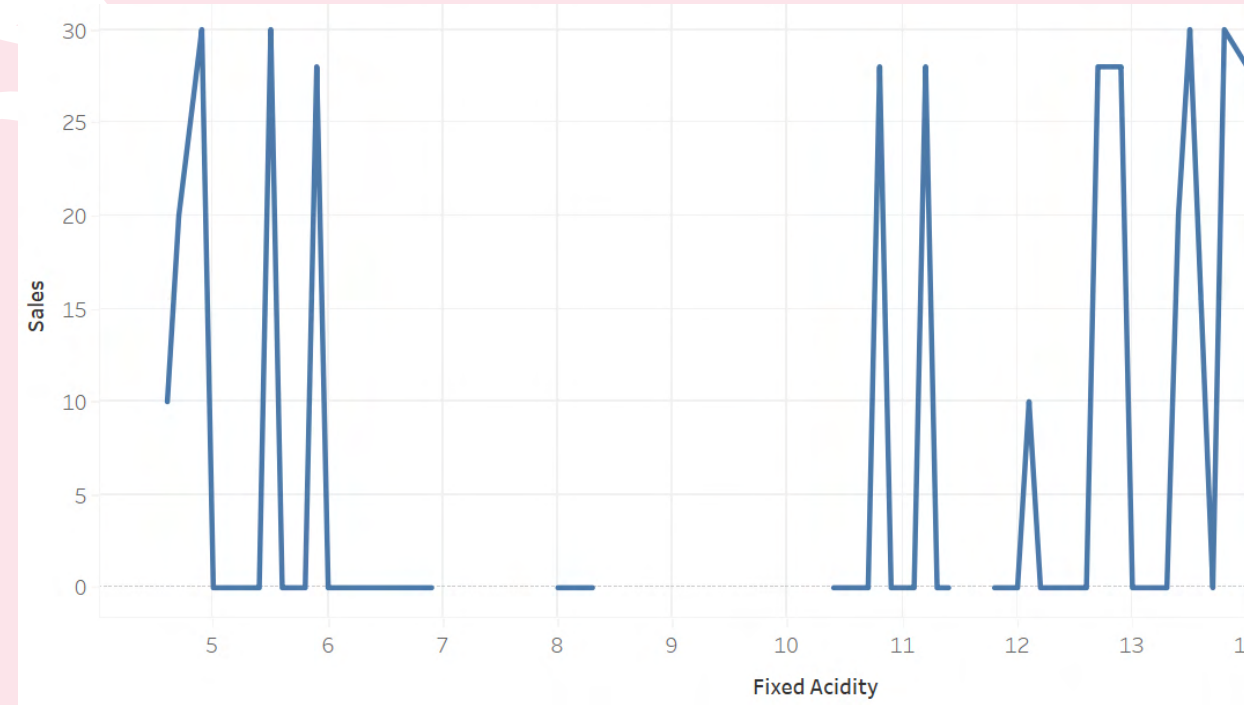
Canada, G. W. C. (n.d.). We have a mission, and we can't do it without you.
Gargoyle Wine Club Canada. <https://gargoylewineclub.com/pages/social-mission>

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IMPLEMENTATION

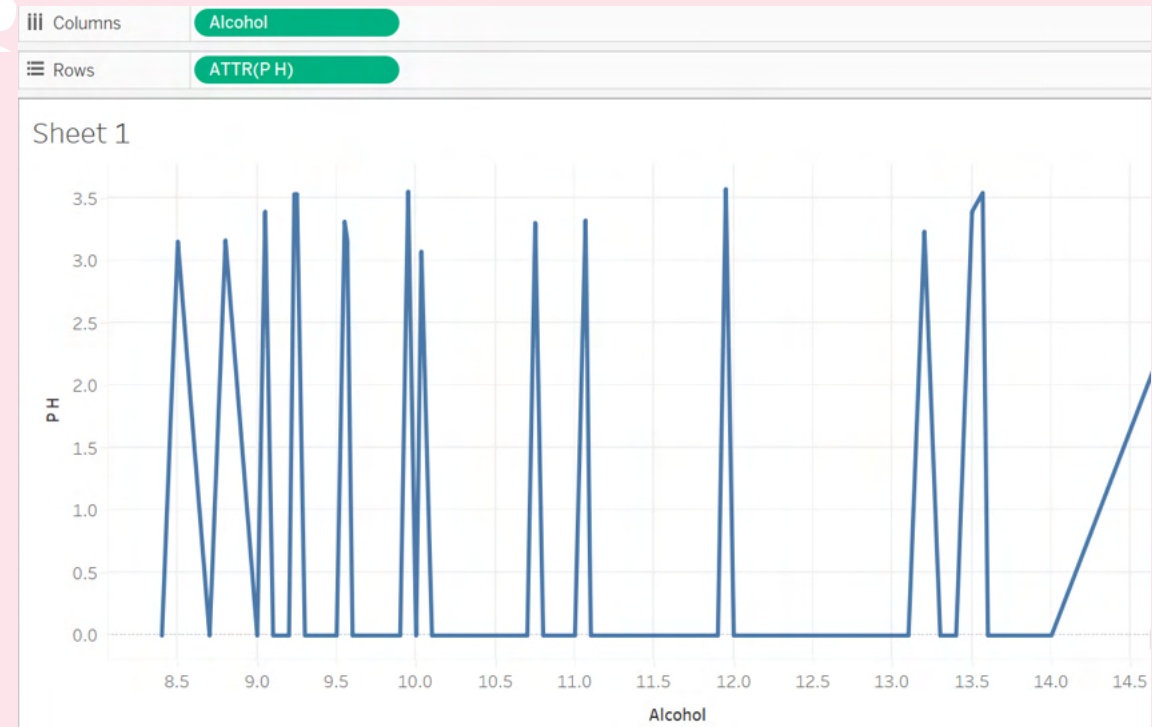
Analytics Graph 1.0

The analysis drawn from the graph can simply be understood as the relation between Sales with the Fixed Acidity of the Wine.



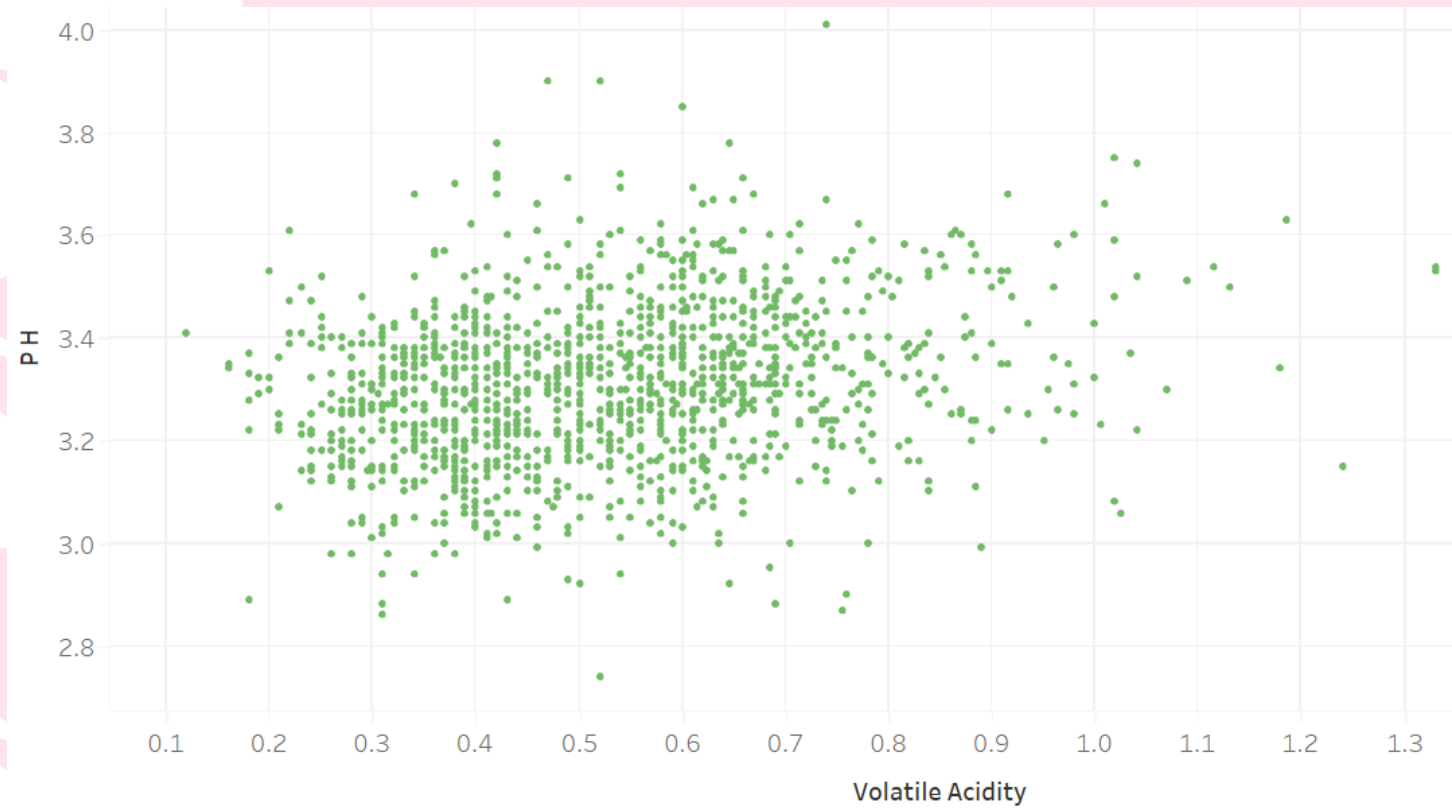
Analytics Graph 2.0

The analysis drawn from the graph can simply be understood as the relation between Alcohol with the Ph value of the Wine.



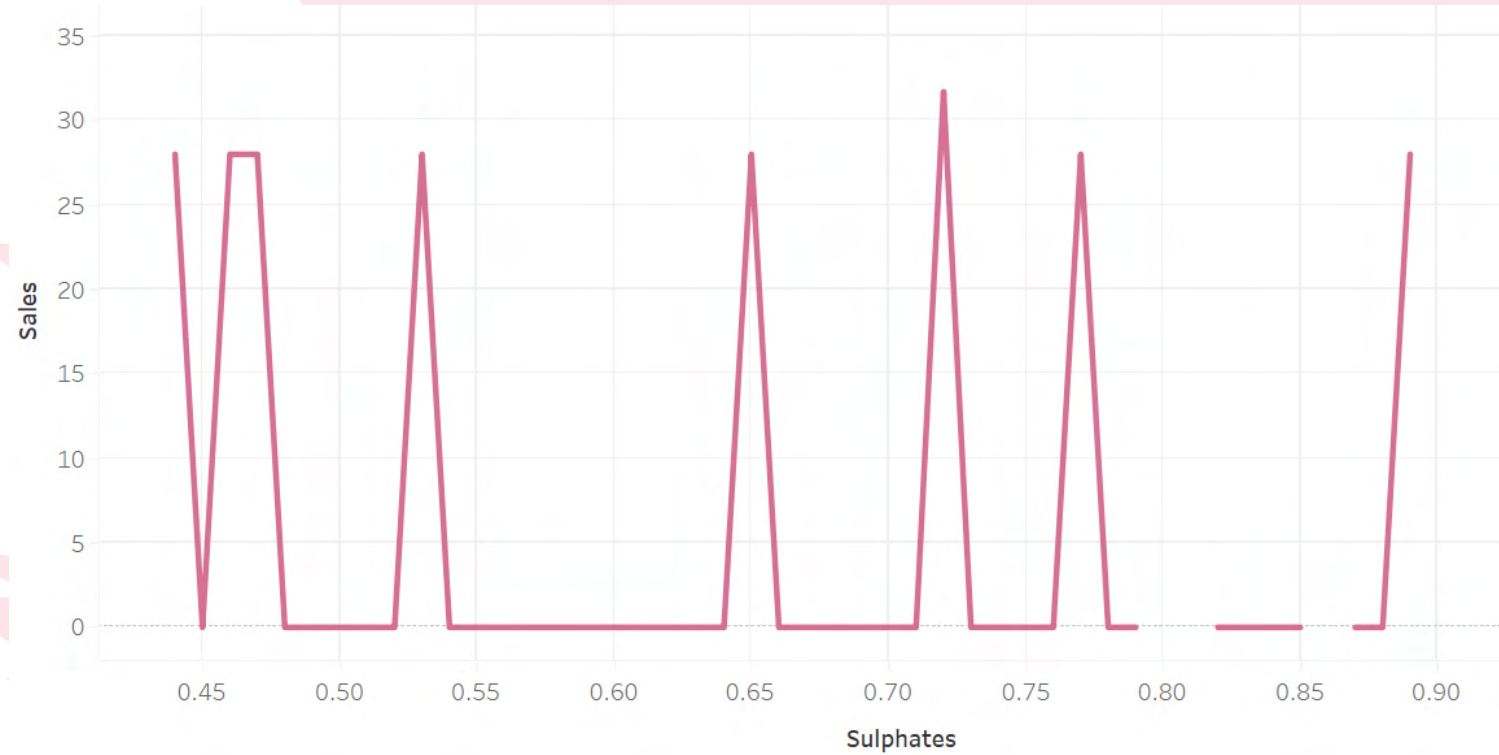
Analytics Graph 3.0

The analysis drawn from the graph can simply be understood as the relation between Volatile Acidity with the Ph value of the Wine.



Analytics Graph 4.0

The analysis drawn from the graph can simply be understood as the relation between Sales vs the Sulphates of the Wine.

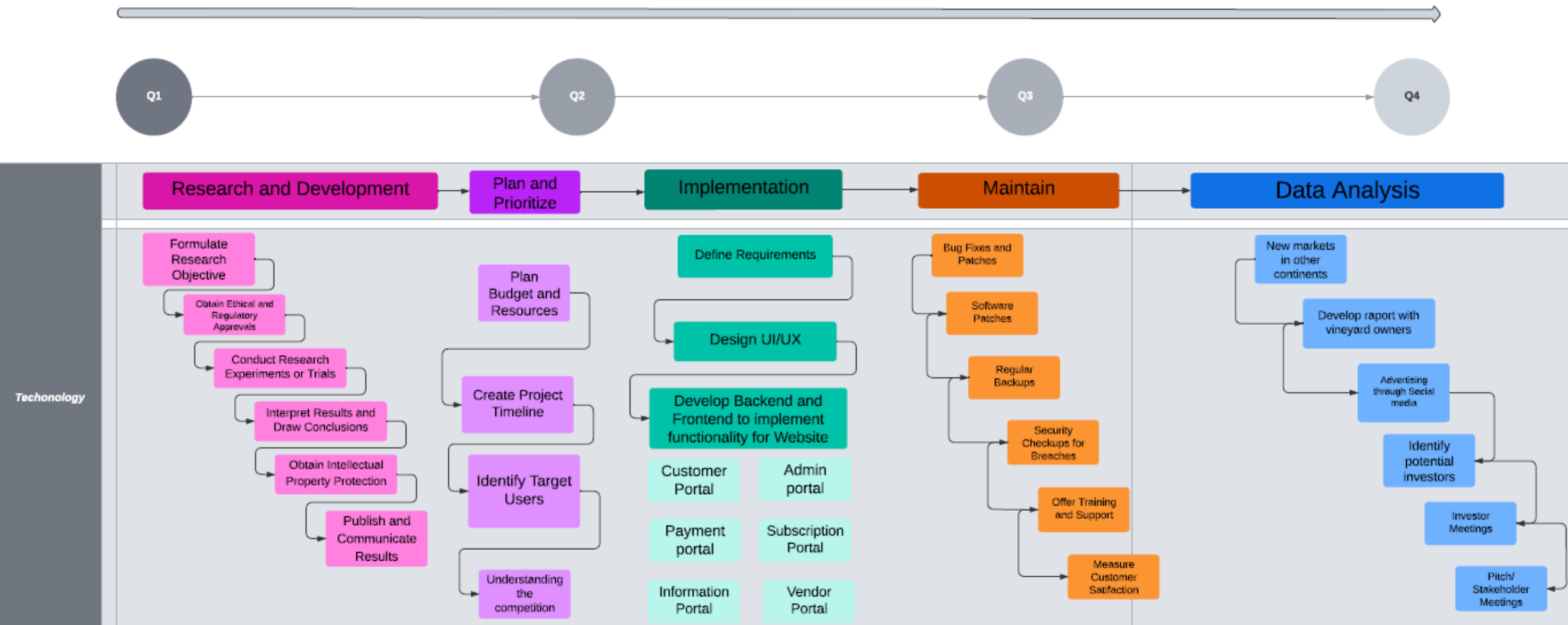


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TARGET STATE AND ROADMAP

1 Year Product Roadmap for Gargoyle Wine Club

YEAR 1



Thank you

