

# projectUpdateSub

April 8, 2023

*MET CS 689 Designing and Implementing a Data Warehouse*

## Term Project Update 3

- 1 **Part 1: Are you working on your own or with a partner? If with a partner provide their name. If on your own, just state that this is the case.**

I am working alone in this project

## 2 **Part 2: Determine the project scope**

- In a short paragraph, describe the topic you wish to explore –an update if any
- Update the five business questions that your data warehouse will answer.

*I have added the project objective part*

**Project Description** The topic I wish to explore for my data warehouse project is the management of Parts Unlimited's EV parts business. This topic was inspired by "The Unicorn Project," which describes the challenges and opportunities of digital transformation in a large organization. Specifically, I plan to focus on storing and analyzing data related to charging stations, EV products, customer purchases, and geographic location. Parts Unlimited already sells EV parts, and my goal is to improve the organization's data management, reporting, and analysis capabilities related to this business.

**Project Objective** The primary objective of this project is to create a concept data warehouse project using a slowly changing dimension approach. I will identify the business requirements by formulating specific business questions that the data warehouse will help answer. Based on these requirements, I will develop a consolidated ERD schema for the data warehouse.

I will focus on storing and analyzing data related to EV charging stations, product information, customer purchases, and geographic location. To accomplish this, I will use a slowly changing dimension approach to ensure that data is properly tracked over time. Specifically, I will use SCD Type 2 to track changes to the customer's location, SCD Type 3 to track changes to the EV product information, and SCD Type 1 to track changes to the charging station information.

Finally, I will use Tableau and Postgres SQL to create reports that will help the business make data-driven decisions based on the data stored in the data warehouse. By using a consolidated ERD schema and slowly changing dimensions, I will ensure that the data warehouse accurately reflects the business needs and can be used to provide valuable insights to the organization.

## Business Questions:

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### Business Question 1

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Is there a correlation between the number of EV charging stations in a particular area, the number of EV cars registered in that area, and the time period in which they were registered? And if so, how can we use this information to optimize our expansion strategy and better serve our customers over time?

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Parts Unlimited Business Development team is interested in using this information to plan and prioritize their expansion strategy for EV parts and charging station installations. The marketing team can use this information to tailor their marketing campaigns and promotions to specific regions.

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### Business Question 2

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What is the current range of EV parts manufacturers and their product offerings that Parts Unlimited is working with, and how can this information be leveraged to optimize their product mix and pricing strategy for increased revenue in the growing EV market? Additionally, how has this range of manufacturers and their product offerings evolved over time, and what trends can be identified for future business planning?

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Purchasing team is interested in this question, they are responsible for sourcing and procuring products for Parts Unlimited, including EV parts from different manufacturers. By understanding the current range of EV parts manufacturers and their product offerings, the Procurement department can make informed decisions about which manufacturers to work with, what products to stock, and how to optimize their product mix and pricing strategy for increased revenue in the growing EV market.

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### Business Question Q3

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How does the popularity of different EV models and plug types vary by geographic region, and how can Parts Unlimited use this information to target their marketing and sales efforts?

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The marketing and sales department in Parts Unlimited can use the information to target their efforts more effectively. For example, if a certain geographic region shows a higher preference for a particular EV model or plug type, the marketing and sales team can focus their promotional activities and campaigns in that region to increase sales. They can also use this information to tailor their messaging and product offerings to better meet the needs and preferences of customers in each region.

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**Business Question Q4**

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What is the relationship between the location and price of existing EV charging stations over time, and how can this information be used to determine the feasibility of adding new charging stations in the vicinity of Parts Unlimited's stores in partnership with companies like Tesla? Additionally, how can this information be leveraged to increase revenue and customer convenience?

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Parts Unlimited is considering providing EV charging stations as a new service. Therefore the Research and Development team can determine if there is a relationship between price and location. This information can provide insights into the cost and demand for EV charging stations in different locations and inform the decision on where to install new stations.

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**Business Question Q5**

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What are the most popular types of EV charging plugs for different model years, and how have these trends changed over time? How can Parts Unlimited leverage this information to ensure that they stock the appropriate parts for EV charging stations and stay ahead of industry trends?

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The Supply Chain department at Parts Unlimited would need this information to know the most popular types of EV charging plugs for different model years, as well as how these trends have changed over time, in order to ensure that they stock the appropriate parts. By analyzing this information, they can optimize their inventory management, pricing strategy, and product mix to meet the changing demand and stay ahead of industry trends.