MIS 215 Final Project

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**Business Needs**

Due to the significant growth of SNHU Clothing’s online sales and its new acquisition of another small clothing retailer, there are some considerations we must have in order to sustain this growth. The very first step is identifying our business needs. One major business need for SNHU clothing is a centralized database that will account for the products from both of the stores. If the store aims to provide and deliver accurate and satisfactory customer service, its database must be able to provide the company the necessary information that it can analyze according to the needs of the customers and their feedback. Secondly, it will need a system that will streamline and connect their vendor’s database or reports and the centralized system of SNHU clothing, as stated above. The overall objective of this is to minimize the efforts of both the suppliers and the store’s in-house distributors. This will enable access to real-time data regarding the materials necessary to project and refill their inventory. Distribution is expected to be positively affected because the system should also speed up and smoothen out the distribution efforts.

**Current Client Systems**

After identifying the business needs, we must then determine exactly what types of data that will address these business needs by first learning what data are currently being measured and are stored. The different types of data that might be stored in client systems at SNHU Clothing are customer ID, name, email address, phone number, purchase amount, payment information, billing information, product information, sales, delivery dates, order dates, website traffic, special promotions information, product origin, and transaction details/invoices. These data listed from above could specifically address the business needs. These are necessary information that is essential to executing satisfactory customer service in real-time. Customers with inquiries regarding their orders or account must be easily accessible and readily available in order to successfully assist them. If the store takes multiple days to week to respond to a customer inquiry, the loyalty of that customer will be negatively affected while the credibility and quality of the brand of the store will significantly decrease. Regarding the process from suppliers all the way to the delivery of the products to the customers, all the data types as well from above play a significant role in streamlining the day-to-day business operations of the store. The data will provide invaluable information that will enable the store to project inventory that may significantly speed up the deliveries to the customers. With that said, fulfilling the customers’ orders quicker may increase customer satisfaction.

**Accessed**

Since both systems used are Microsoft Access, the interrelationships really boil down to how specifically different the data stored are. Compiling the product, vendor, customer, and supplier information should not be as difficult as these should be completely unique. However, the identification data type of these may present some difficulties because there may be duplicates since there are two client systems being utilized. With these taken into account, the interrelationships are more or less one-to-one.

Given that both client systems are Microsoft Access, finding out what information are currently available can be approached by studying the established reports created from the client system or even creating reports as needed. There is also the traditional approach of scrubbing through the system and taking note of all the data that are stored. Since Access is a file server-based database, data are stored through a shared computer-network. This might suffice for now, however, given the rapid growth of sales, data storage location and approach will eventually need some reconsideration; for example, using the cloud as data storage since it will be more manageable and inexpensive.

Furthermore, there are tools necessary for extracting and gathering data. A simple tool like query is enough to do just this in order to address SNHU Clothing’s business needs. This is appropriate because depending on the type of report required, queries enable to pick and choose certain data necessary to create that said report. For example, if a manager wants a report that measures and compares the company’s revenue and profit during a period of time, the data that would only need to be queried are the monetary values and the date of transaction.

One thing to heavily consider is data security and integrity. Data security and integrity matters for two things; the customers and the stakeholders. Data security and integrity directly impacts the company’s credibility and reliability. If these were compromised, major issues will ensue at the risk of the customer’s personal life as well as the company’s professional life. If our customers or the stakeholders do not feel safe, all of aspects of the business will be negatively affected.

**Questions**

With all things that involve change, key questions will surely be unavoidable. In particular to SNHU Clothing, the major concerns are of data accuracy, data management, and its interpretation. With the data that are currently being stored and extracted, these concerns can and will be addressed directly as it pertains to the business needs. By having unique identifiers per product per store, sales and billing information, product information, customer information, and any all utilization reports, any type of analysis required can be created.

**Link**

See the image below for how to link the databases between both stores.

A screenshot of a cell phone

Description automatically generated

**Gaps**

These questions will lead us to address the gaps that are currently slowing down the work flow. The major gap that is significantly affecting the stores is uniquely identifying their customers, especially if a pool of the customers from each store is shared but have different identifiers in their respective systems. This will surely interrupt their interactions because it might account for one customer twice, if the customer shopped/shops from both stores. Consequentially, fulfilment of the products purchased by each customer from both stores will significantly affected. For example, since the customer is identified as two separate entities instead of one, the efforts for fulfilling this purchase will be divided and might result into separate delivery dates, exhausting the company’s time and effort when could have been avoided.

**Reports**

After identifying these business needs, reports will then be created based on those needs, which include, but are not limited to, customer satisfaction reports per purchase, the length of fulfillment from the store to the customers, customer behavior report (order history), and website traffic with a time stamps.

**Report Linking Data**

Alongside these reports, the type of information needed from stakeholders at SNHU Clothing would be financial statements, product and sales inventory, website analytics access, customer information from both stores, and vendor information. The reports and the information from stakeholders will create a more complete picture of the entire company and its current performance while also helping predict its viability.

**How and Who**

Thereafter, my first step is discussing what the goals of each stakeholder are in the company and understanding their professional and personal role they hold in their position. By understanding what they may be thinking and what their work ethic is, I might be able to gain traction by identifying their needs with them while also identifying and learning how their role affects the company in its entirety. These stakeholders would be the department heads and all chief officers. I will then approach all of the stakeholders together and present how their individual goals and needs are actually the company’s goals and needs. By improving one area of the company, all of the areas are positively impacted.

**Reporting Tools**

A single reporting tool would be able to address the business needs and questions as mentioned earlier. Any reporting tool that focuses on business analysis and business intelligence would be able to deliver and create reports as mentioned above.

**Executive Summary**

As with any company, the simplest business goal is growth. However, this growth, in order to be impactful, needs to be the kind of growth that should not be limited by its own potential. This means that every aspect of the company should be streamlined to increase effectiveness and efficiency. This will create more time for an increase in creativity and innovation, which are the key factors in all kinds of growth in a company, for all departments of the company. A constant primary business goal should be to increase exposure and create deep and meaningful customer and distributor relationships. While the business goal is simple, the serious push for a more streamline and efficient system requires a more finesse approach.

In order to sufficiently and accurately analyze a company’s performance, we will first need to decide on what data is necessary. While the more data gathered may seem ideal, it is best to gather only the data required. This will minimize the time spent on unnecessary data and allocate it respectively. With any growth in mind, the following data should be attained: sales revenue, profit/loss, customer information, inventory of sales, overall inventory, dates of transactions, and distributors of each sales transaction. This will allow us to follow the “journey” of each product from point of origin to final sale to the customer. By seeing a more comprehensive story and the map of the sales of SNHU Clothing, we will be able to understand the behavior of each product in relation to the behavior the company’s buyers.

As mentioned above, I recommend using information system with cloud-storage for SNHU Clothing. The biggest advantage with this is its ability to connect to other systems. With the desire and expectancy of growing and great customer reachability, the need to keep up with this growth is paramount. If we are not able to keep up with the growth of more online sales, not only will we slow down, the quality of our work will decrease thus negatively impacting our customer base and our financial performance. Being able to connect all the necessary information pertaining to each department and vendors will create a more smooth and open line of communication while also minimizing data inaccuracy. A centralized system for the company’s employees is also a great advantage because of the efficiency of accessing the information. Once the company begins to grow, the biggest challenge really is trying to keep up with the pace of the growth, and an information system with cloud-storage will enable the company to not only keep up but stay ahead of the trends of this industry.