Fudge Corporation

DATA WAREHOUSE PROJECT

FUDGE CORPORATION REVENUE ANALYSIS

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AGENDA

Fudge Corporation

01 Discover Business Problem

02 Understanding the requirements of data

03 Building Data Warehouse

04 BI Revenue Analysis

05 Recommendations

BUSINESS GOALS

Fudge Corporation

1. Increase the Revenue
2. Optimize Sales regionally
3. Identifying the high performing and low performing products
4. Analyzing customers subscriptions
5. Strategizing the sale of different plans

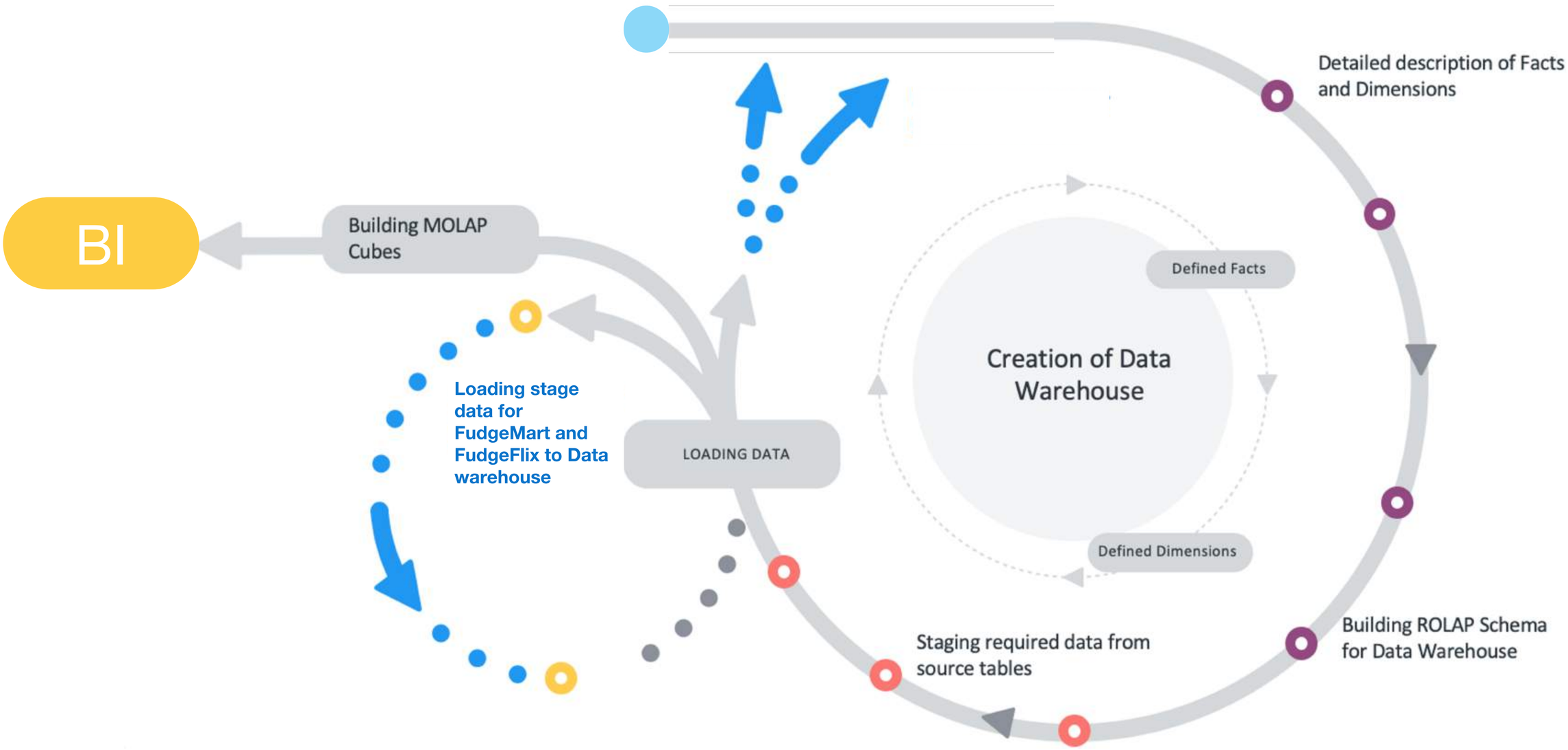
BUSINESS QUESTIONS?

Fudge Corporation

1. Which are the plans that have generated most and least revenue for the company?
2. Who are the top 10 customers for the company?
3. Which category of plans are in high demand?
4. What are high and low revenue generating products?
5. How are states performing in terms of profit?
6. Which states are doing good with respect to FudgeFlix and Fudgemart?

PROJECT FLOW CHART

Fudge Corporation



UNDERSTANDING DATA

Fudge Corporation

FUDGEFLIX

- Online DVD by mail and Video on demand service.
- Contains data about video titles, accounts, subscription plans, etc.

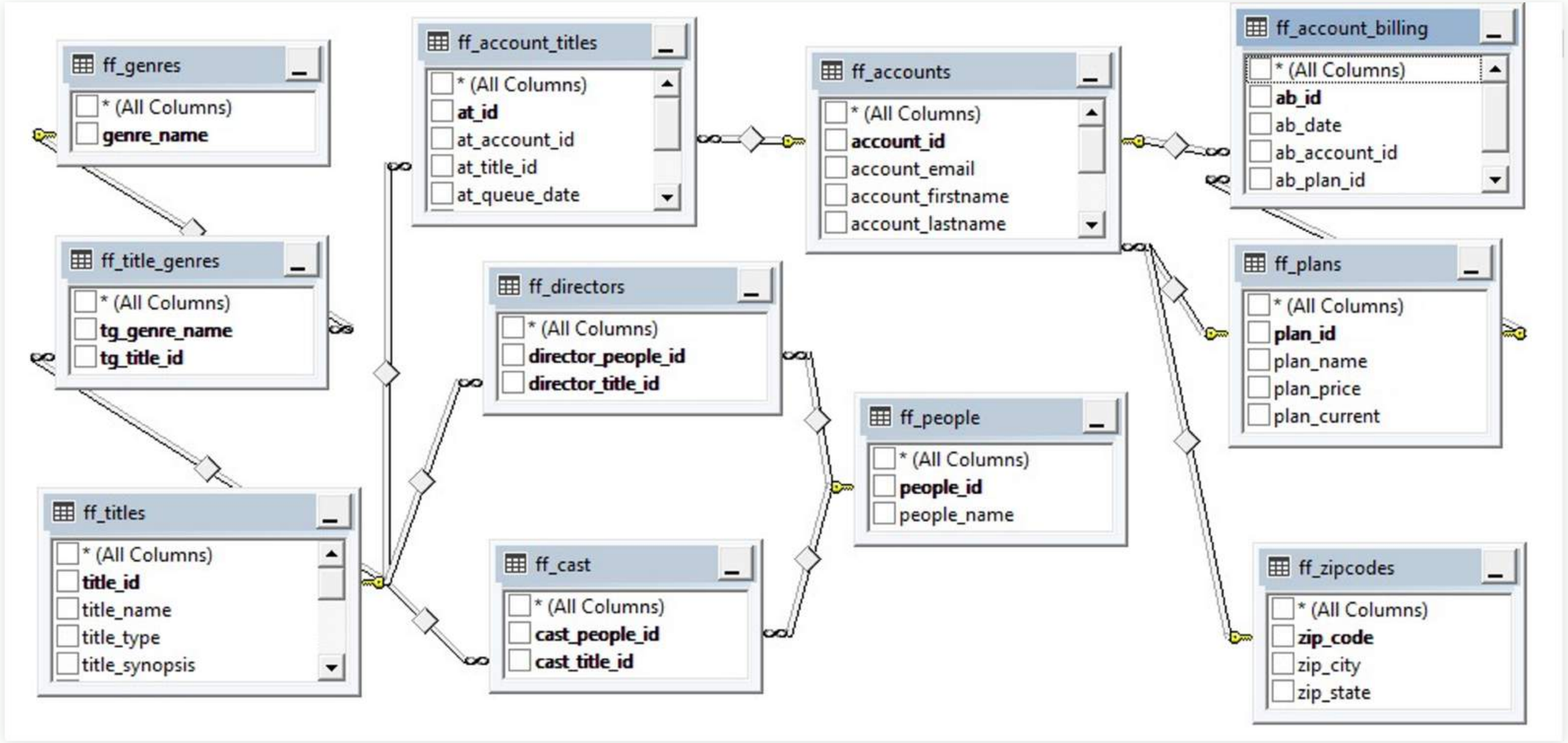
FUDGEMART

- Online retail store selling 53 unique products.
- The database consists of customers, products and vendors, stored credit cards, etc.

UNDERSTANDING DATA

Fudge Corporation

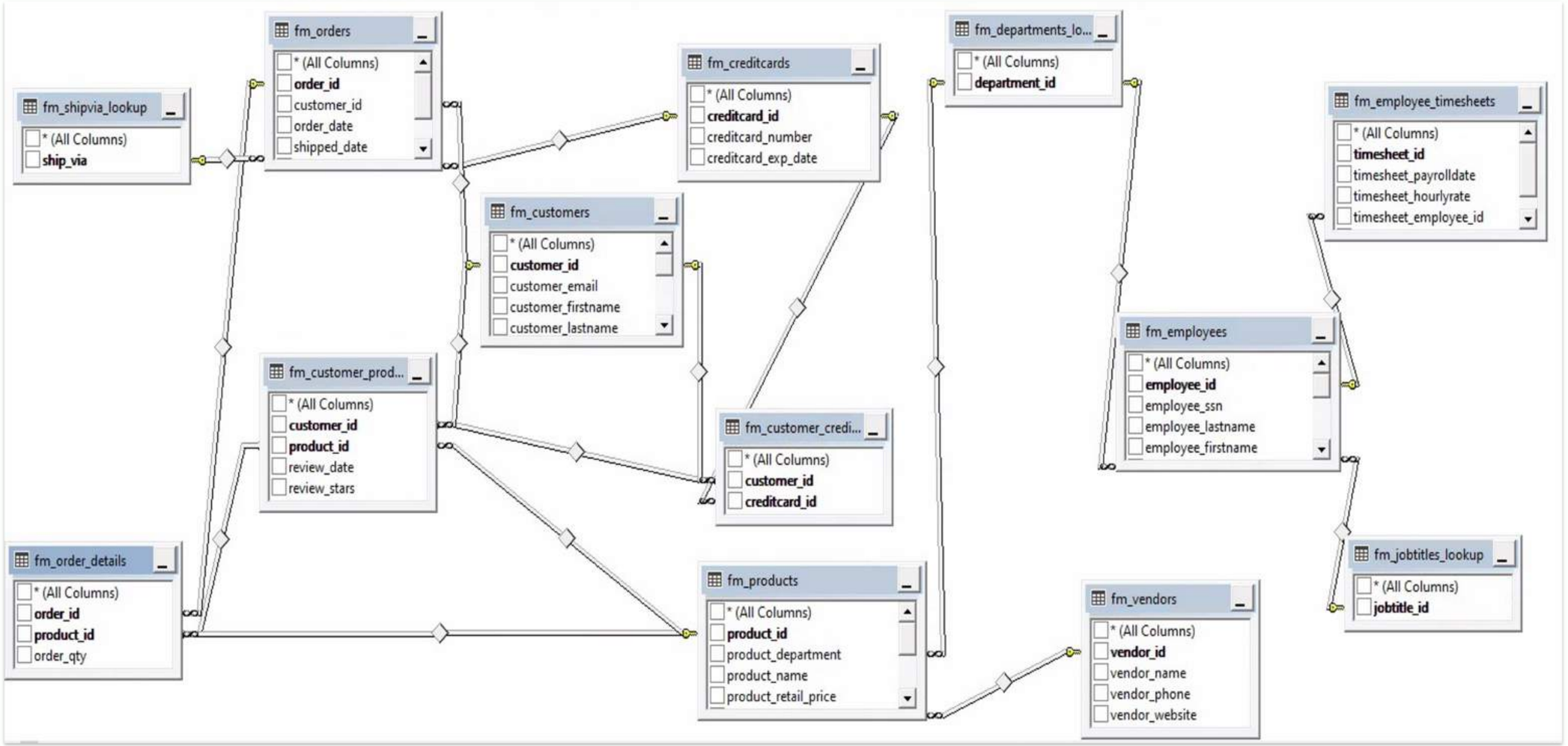
FUDGEFLIX



UNDERSTANDING DATA

Fudge Corporation

FUDGEMART



DATA CORRESPONDENCE

Fudge Corporation

FudgeFlix	
Fact/Dimension	**Attributes**
Fact_Bill	ab_id
	plan_id
	order_qty (always 1)
	plan_price
	total_price (qty * price)
	account_id (FK)
PlanDim	plan_id
	plan_name
	plan_retail_price (plan_price)
	1 (assumption)
	plan_current
AccountDim	account_id
	account_email
	account_firstname
	account_lastname
	account_address
	account_zipcode
	account_city (zipcode table)
	account_state (zipcode table)
DateDim	ab_date (account_billing)

FudgeMart	
Fact/Dimension	**Attributes**
Fact_Order	order_id
	product_id
	order_qty
	product_retail_price
	total_price (qty * price)
	customer_id (FK)
ProductDim	product_id
	product_name
	product_retail_price
	product_wholesale_price
	product_is_active
CustomerDim	customer_id
	customer_email
	customer_firstname
	customer_lastname
	customer_address
	customer_zipcode
	customer_city
	customer_state
DateDim	order_date (orders)

DEFINING THE KEYS AND ASSUMPTIONS

Fudge Corporation

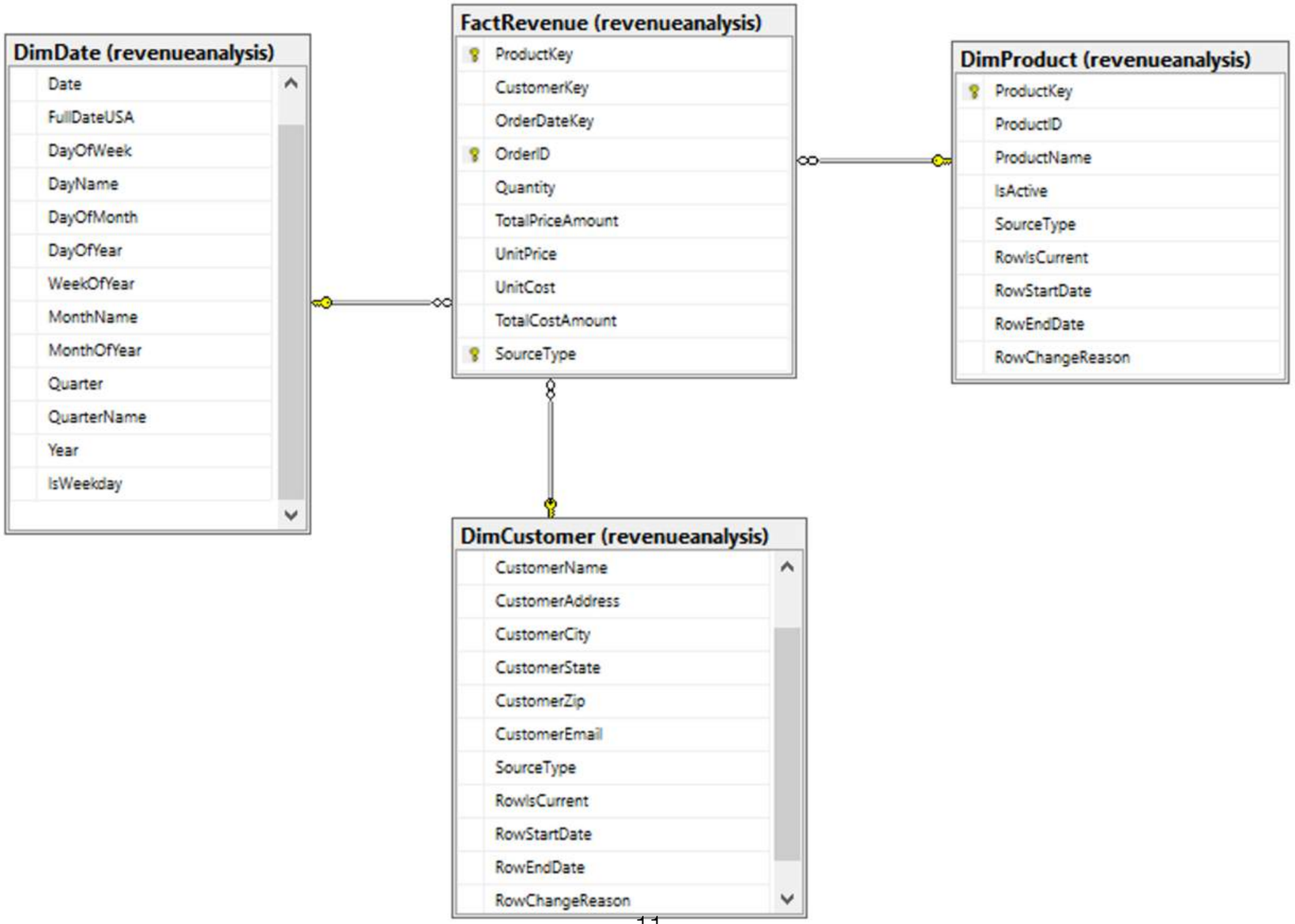
Dimension and Fact Tables	Primary Key	Business Key
Customer (Dimension)	CustomerKey	CustomerID
Date (Dimension)	DateKey	DateKey
Product (Dimension)	ProductKey	ProductID
Revenue (Fact)	(OrderID, ProductKey, SourceType)	Order ID, CustomerKey, ProductKey,SourceType,OrderDateKey

We made few assumptions in the fact table keeping the fudgeflix in mind to make the Data Warehouse up and running.

Table Name	SourceType	Fields	Assumptions
Revenue (Fact)	fudgeflix	Quantity	1
Revenue (Fact)	fudgeflix	UnitCost	$1

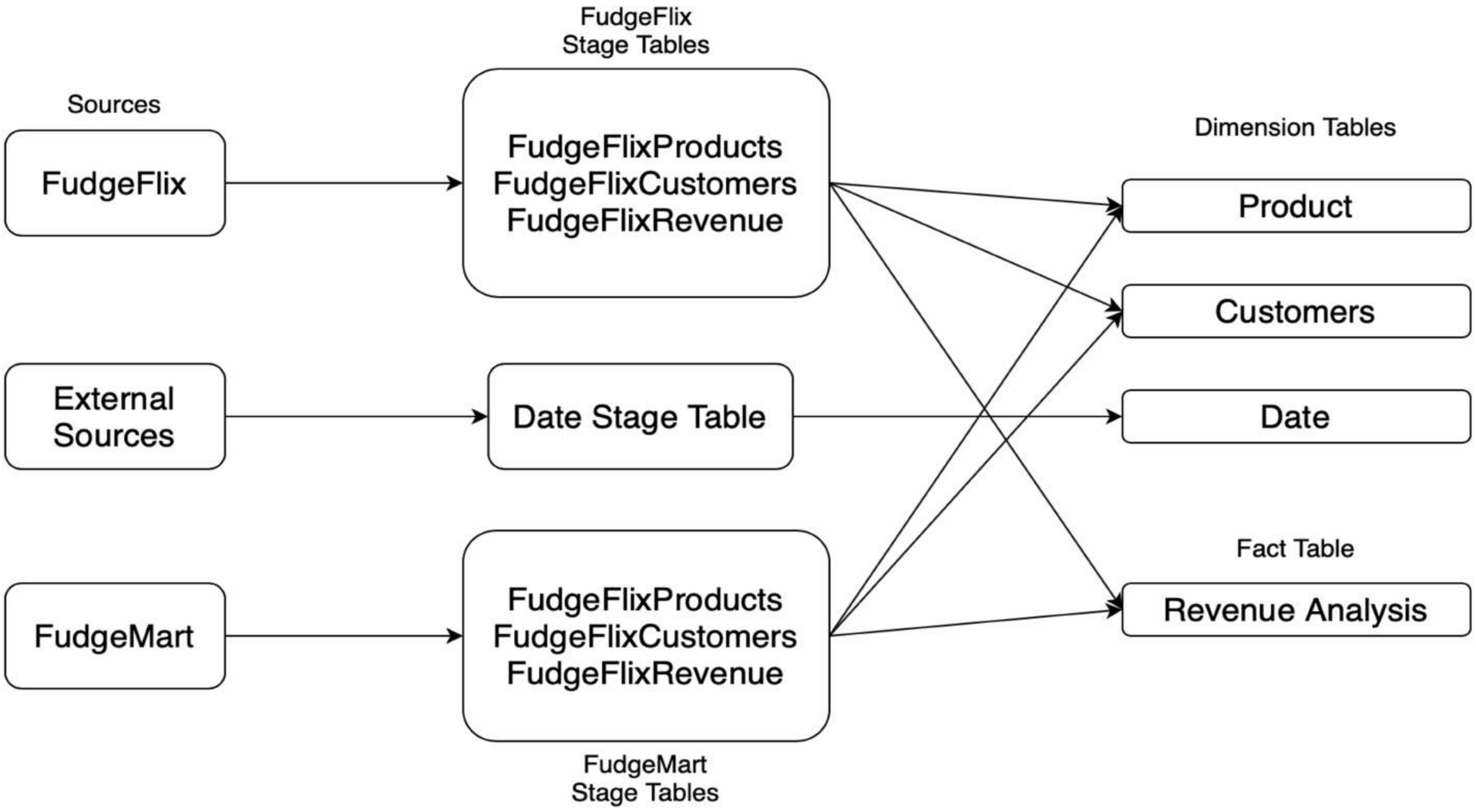
ROLAP STAR SCHEMA

Fudge Corporation



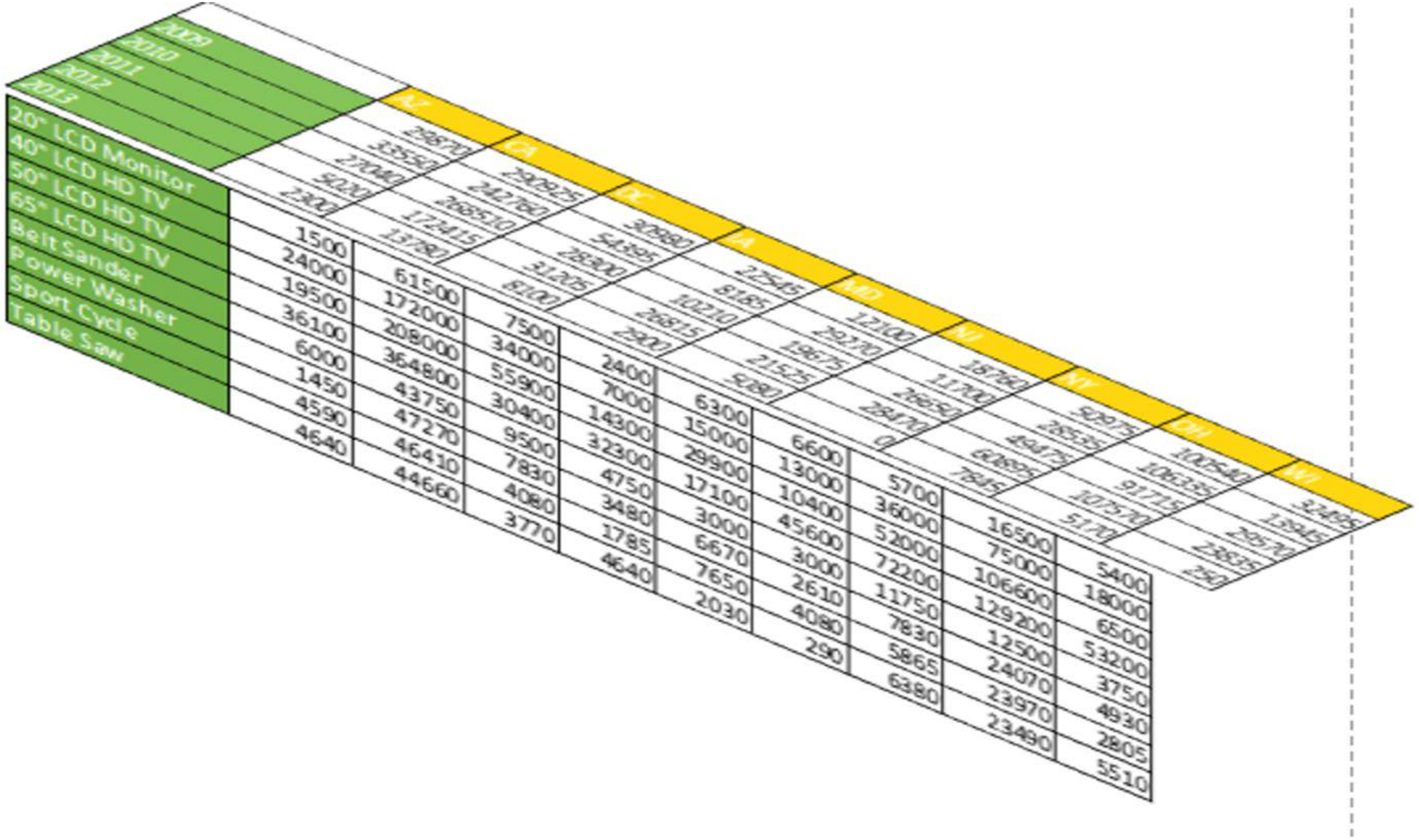
ETL PROCESS

Fudge Corporation



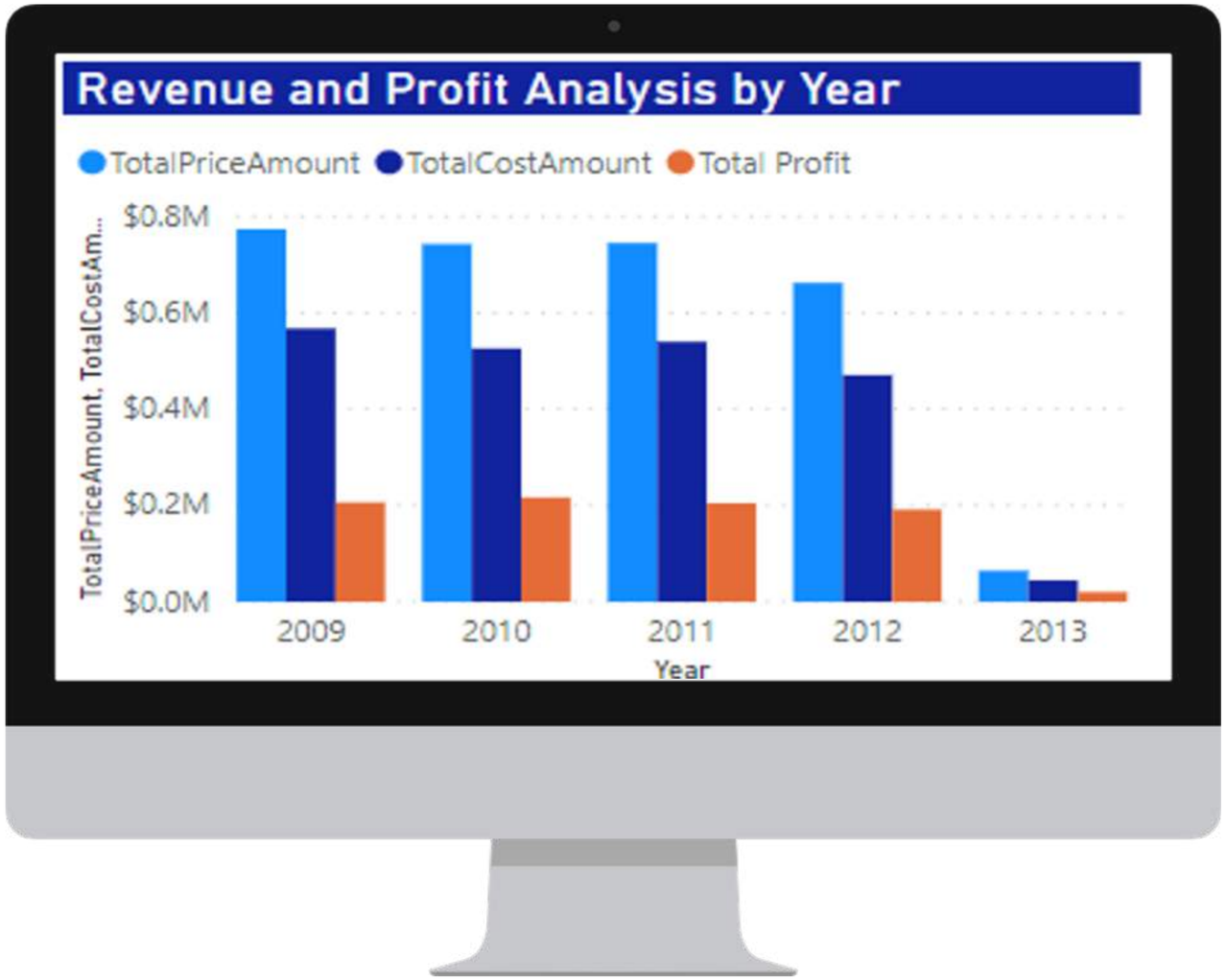
MOLAP

Fudge Corporation



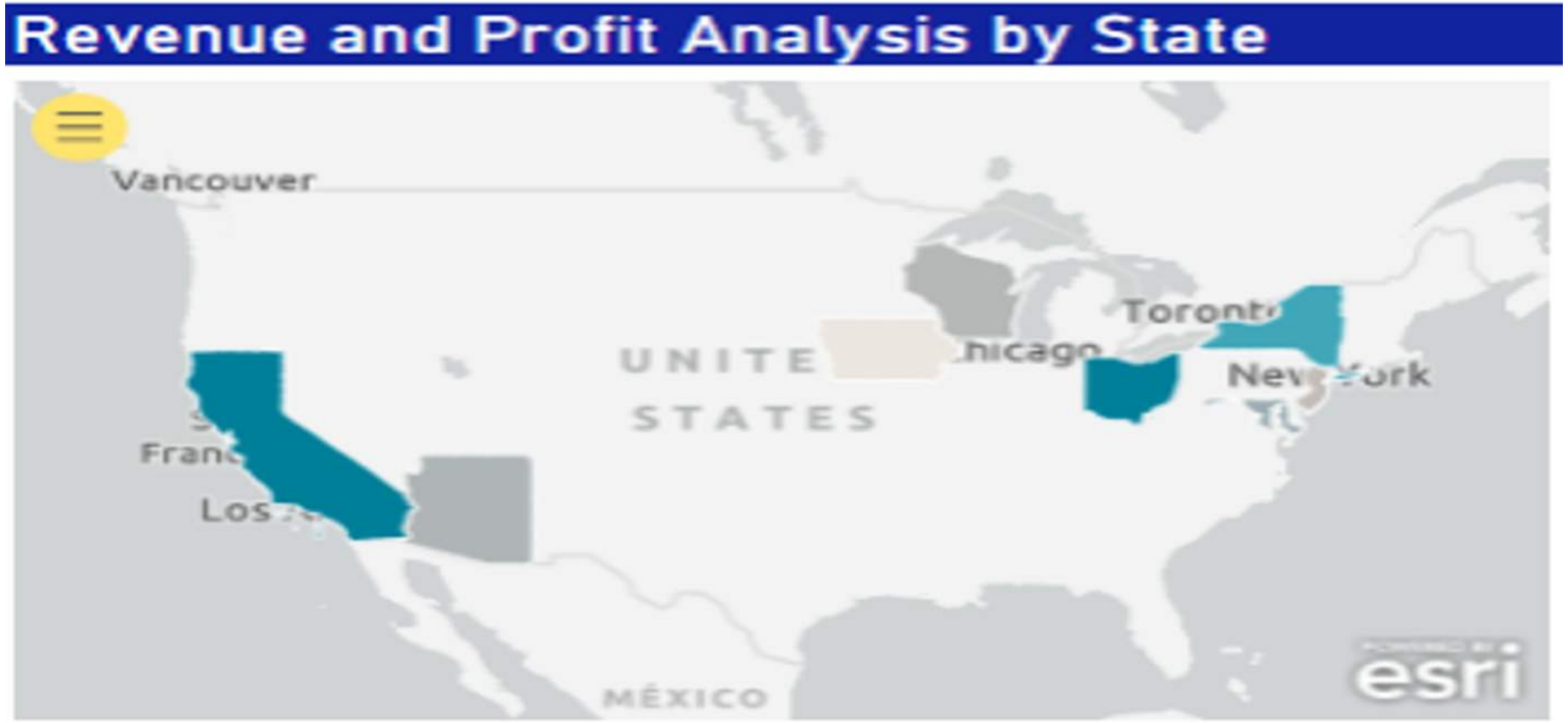
Revenue and Profit Analysis by Year

Fudge Corporation



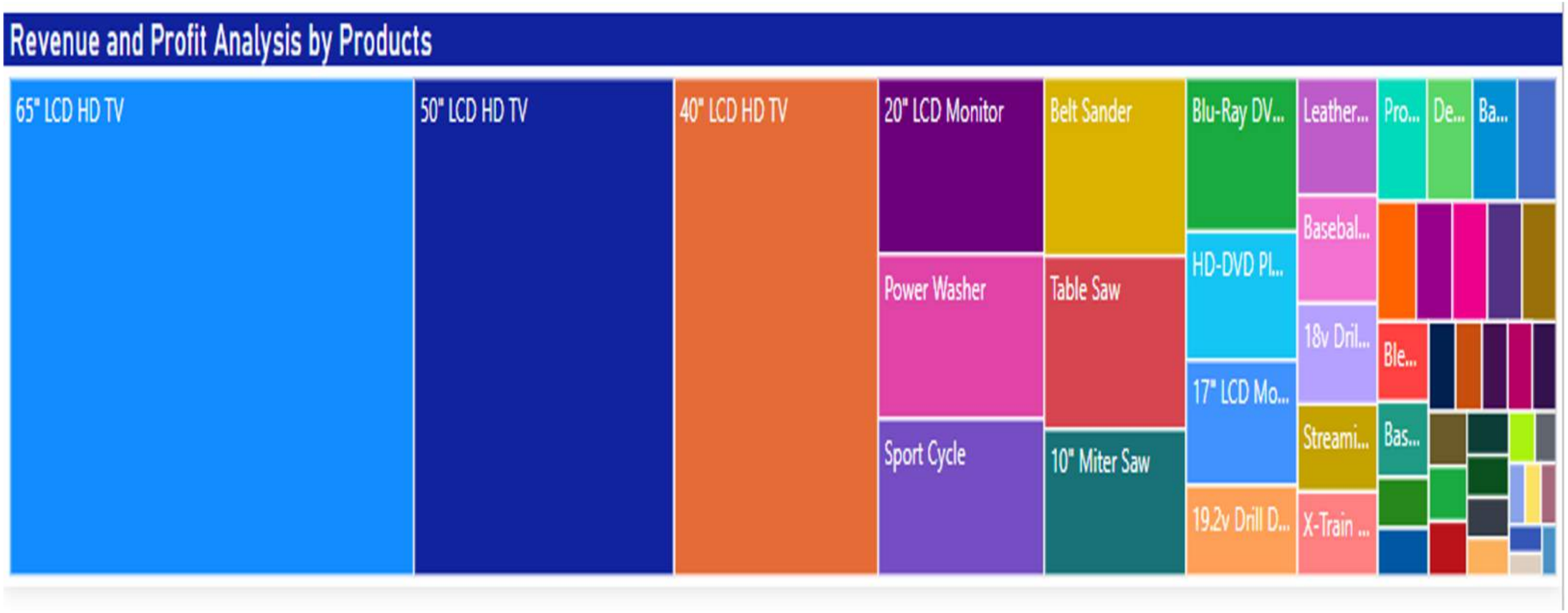
Revenue and Profit Analysis by State

Fudge Corporation



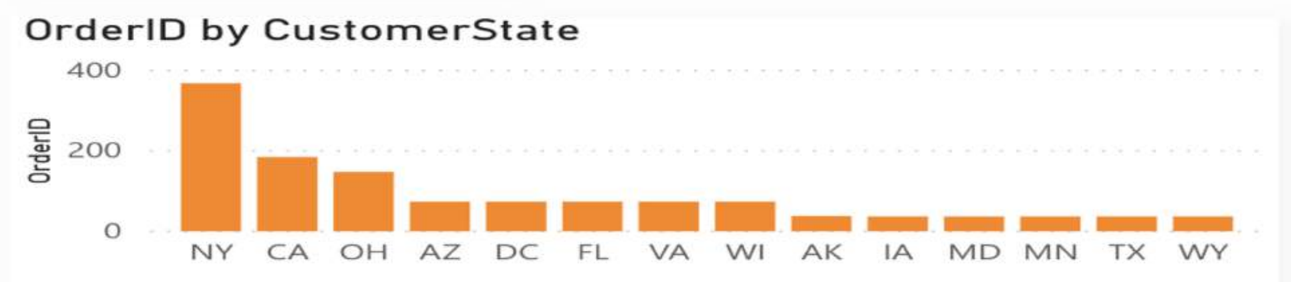
Revenue and Profit Analysis by Products

Fudge Corporation



FUDGE FLIX PRODUCTS

Fudge Corporation



Count of Order-Product entries

1294

Company

Select all

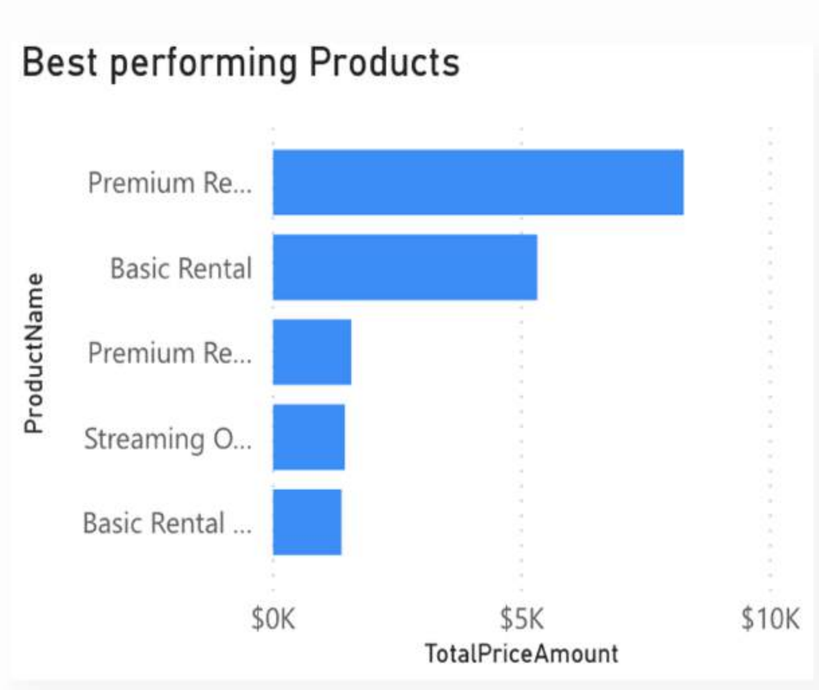
fudgeflix

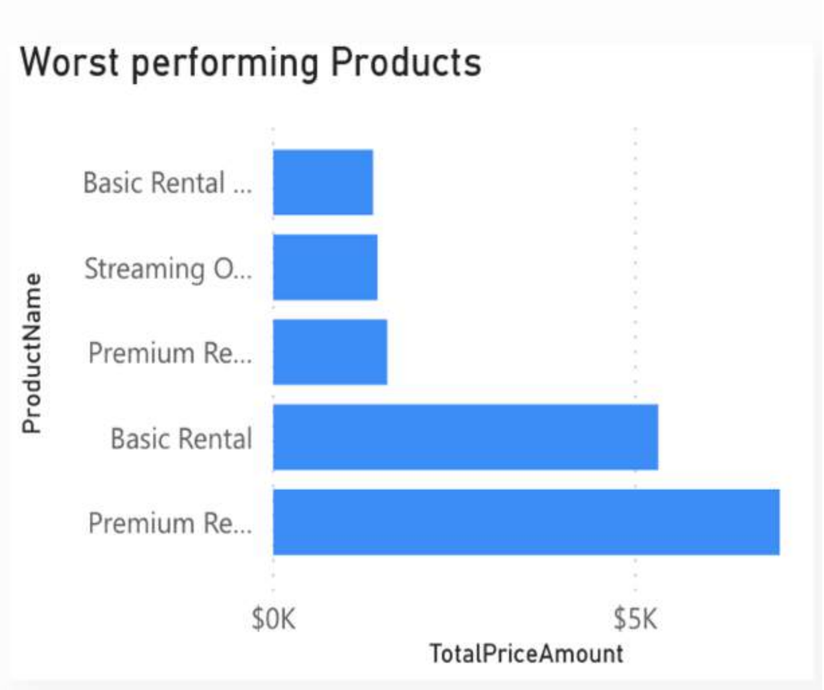
fudgemart

Year

2009

2013





FUDGE FLIX CUSTOMER BREAKDOWN

Fudge Corporation

Count of Order-Product entries

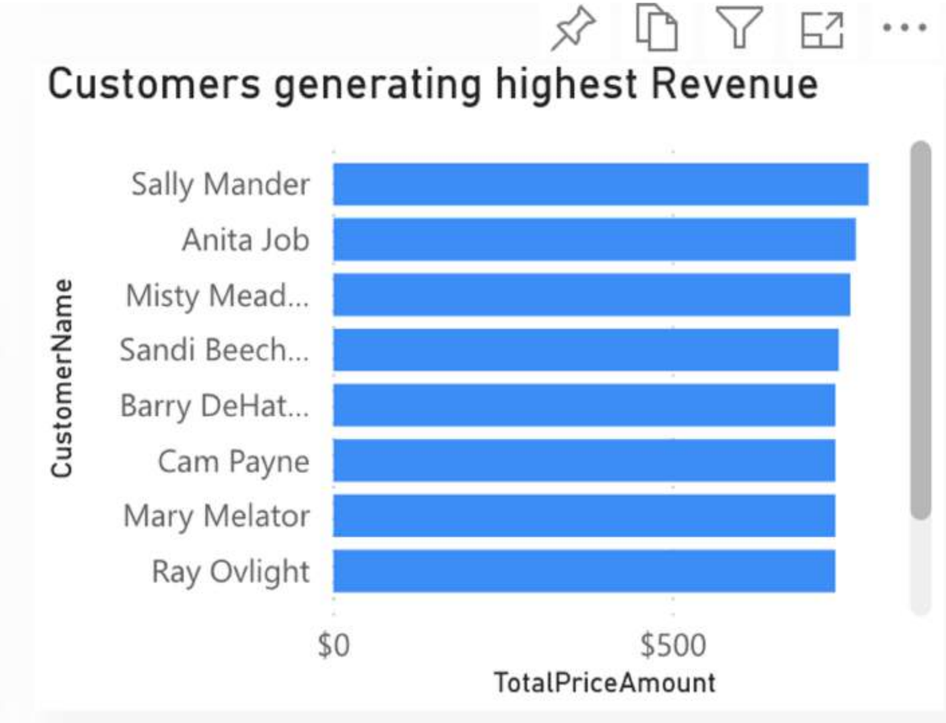
1294

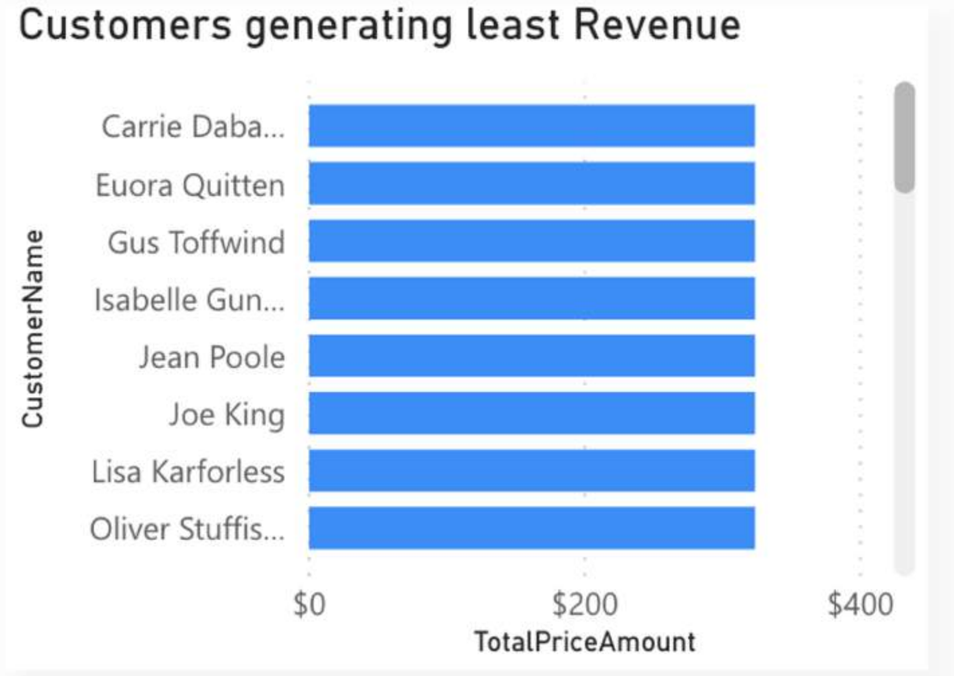
Company

Select all
fudgeflix
fudgemart

Year

2009 2013





FUDGE FLIX TOP CUSTOMER

Fudge Corporation

Fudge Corporation

FUDGE CORPORATION REVENUE ANALYSIS

Revenue generated by Year and Product Name

TotalPriceAmount

Count of Order-Product entries

37

Company

- Select all
- fudgeflix
- fudgemart

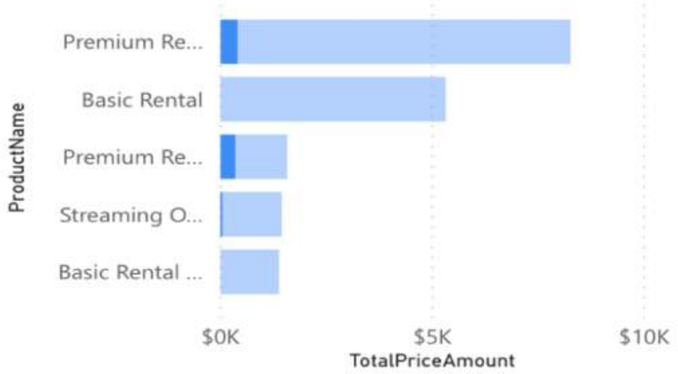
CustomerState

- AK
- AZ
- CA
- DC
- FL
- IA
- MD

Year

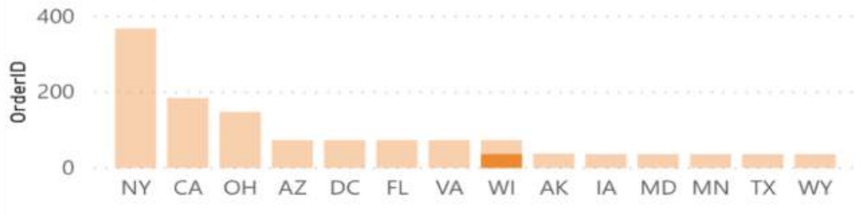
2009 — 2013

Best performing Products



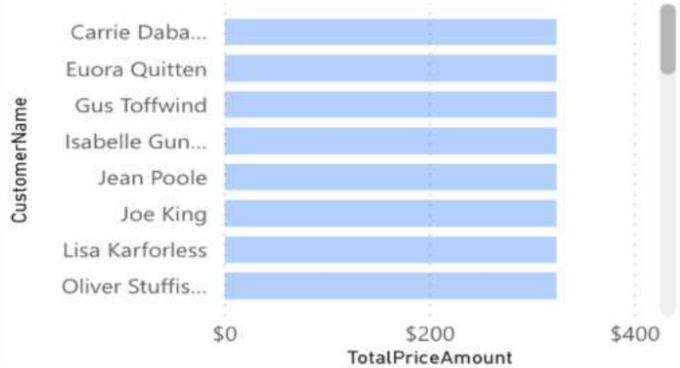
Worst performing Products

OrderID by CustomerState



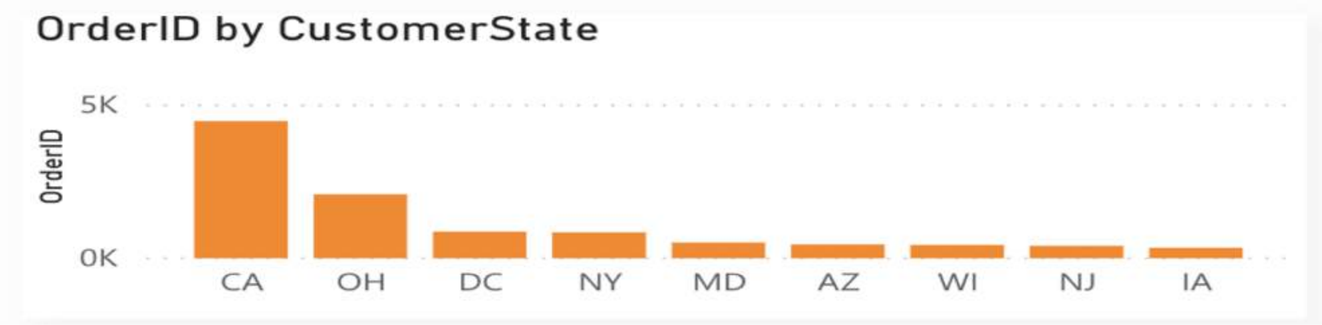
Customers generating highest Revenue

Customers generating least Revenue



FUDGE MART PRODUCTS

Fudge Corporation



Count of Order-Product entries

10.47K

Company

Select all

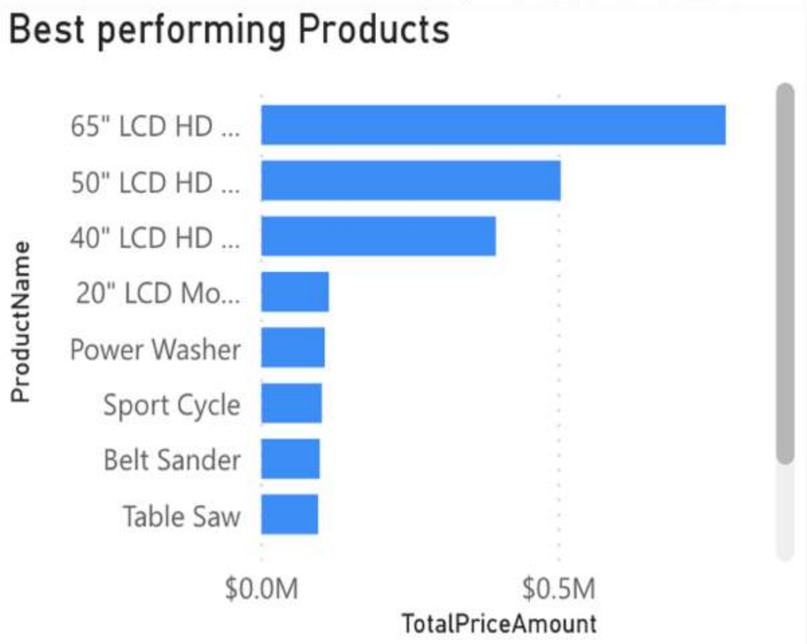
fudgeflix

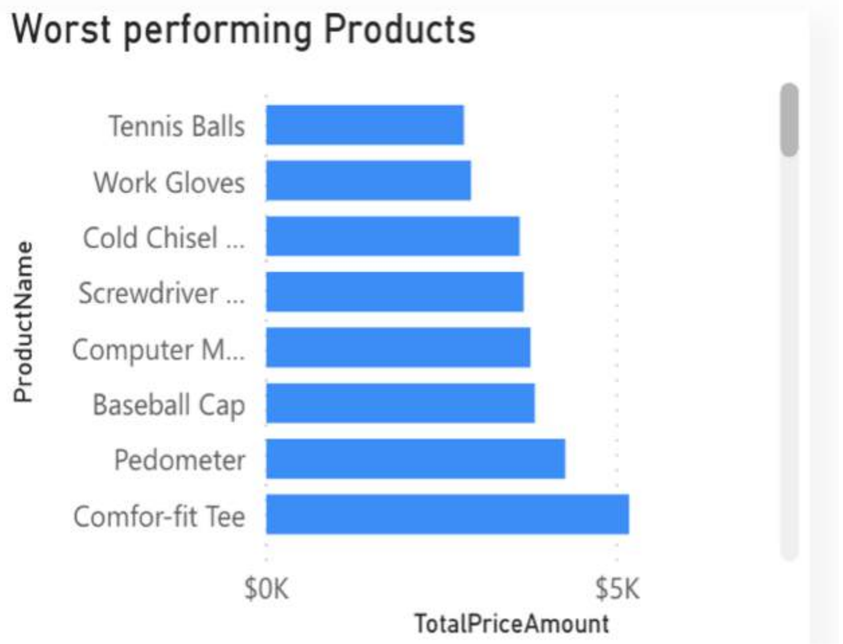
fudgemart

Year

2009

2013





FUDGE MART CUSTOMER BREAKDOWN

Fudge Corporation

Count of Order-Product entries

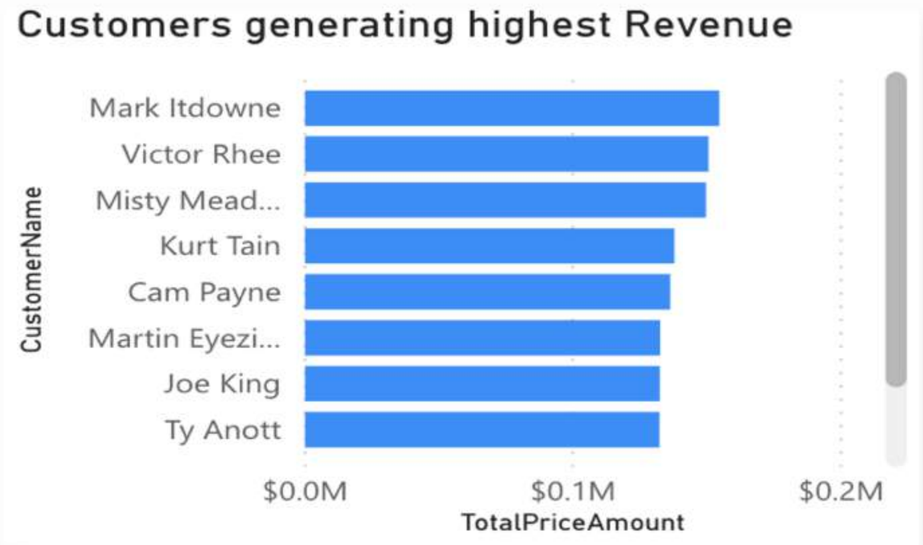
10.47K

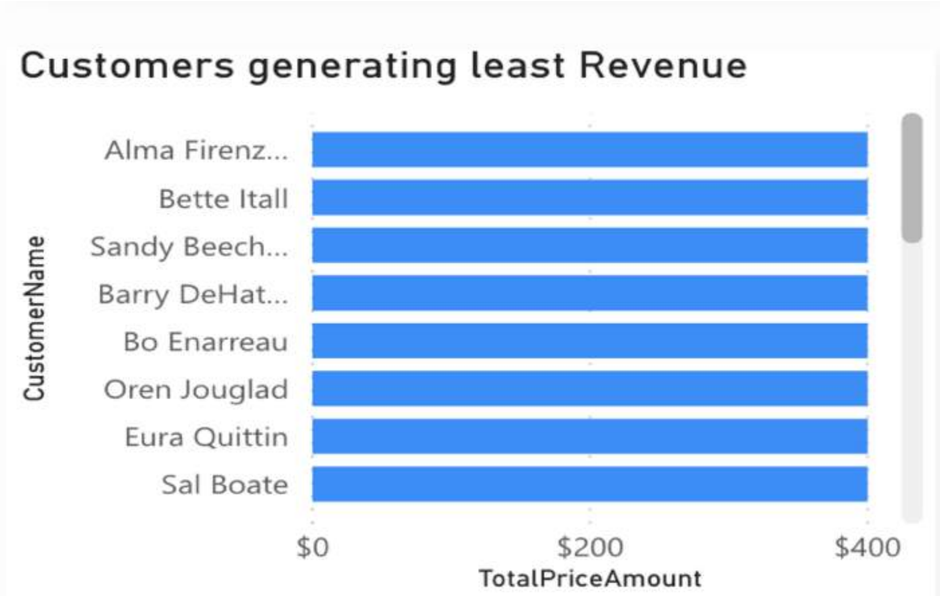
Company

- Select all
- fudgeflix
- fudgemart

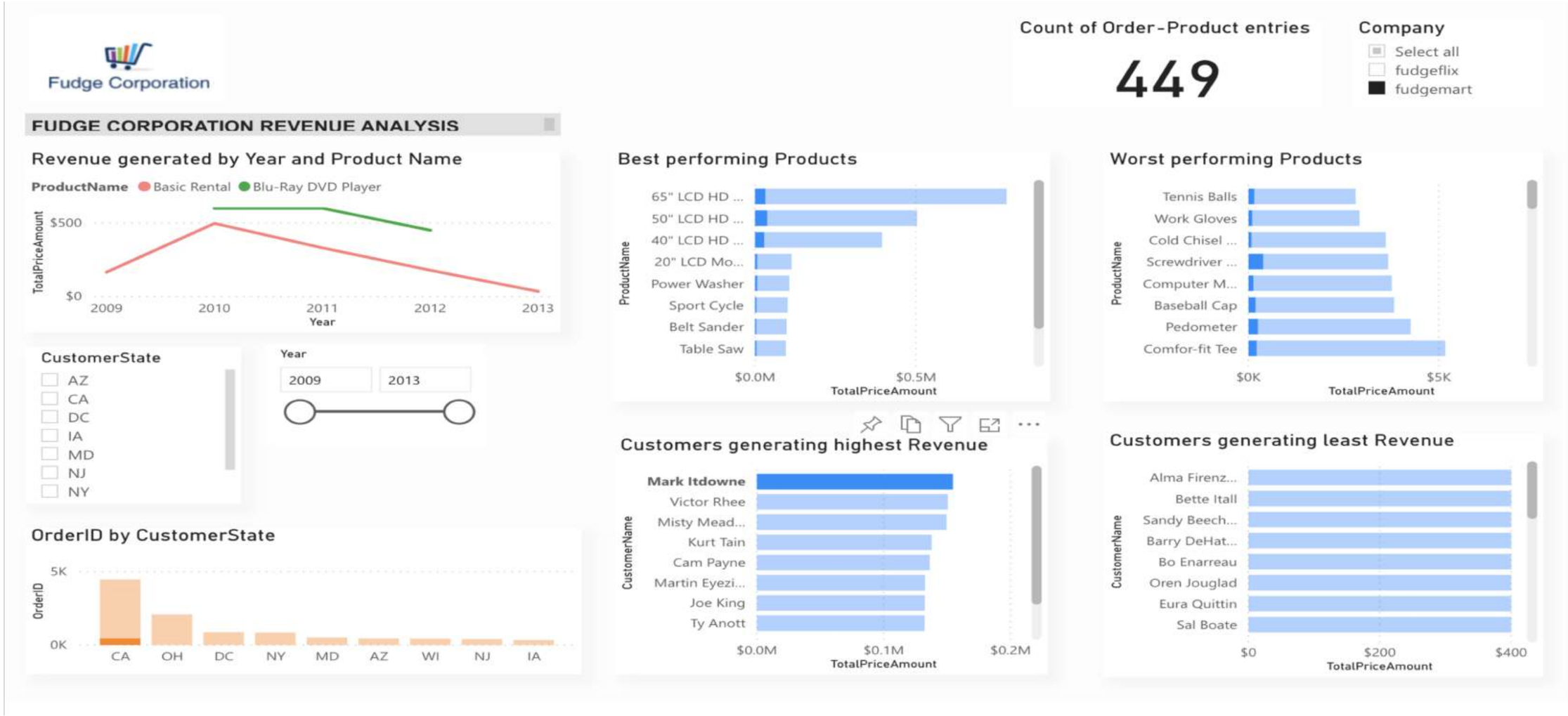
Year

2009 — 2013



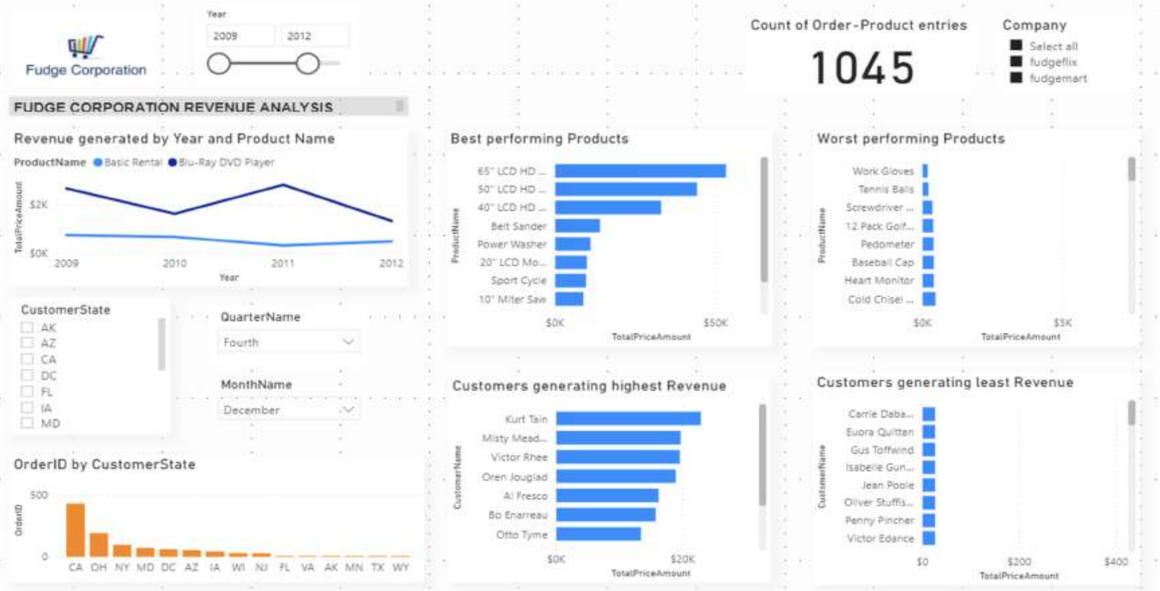


FUDGE MART TOP CUSTOMER

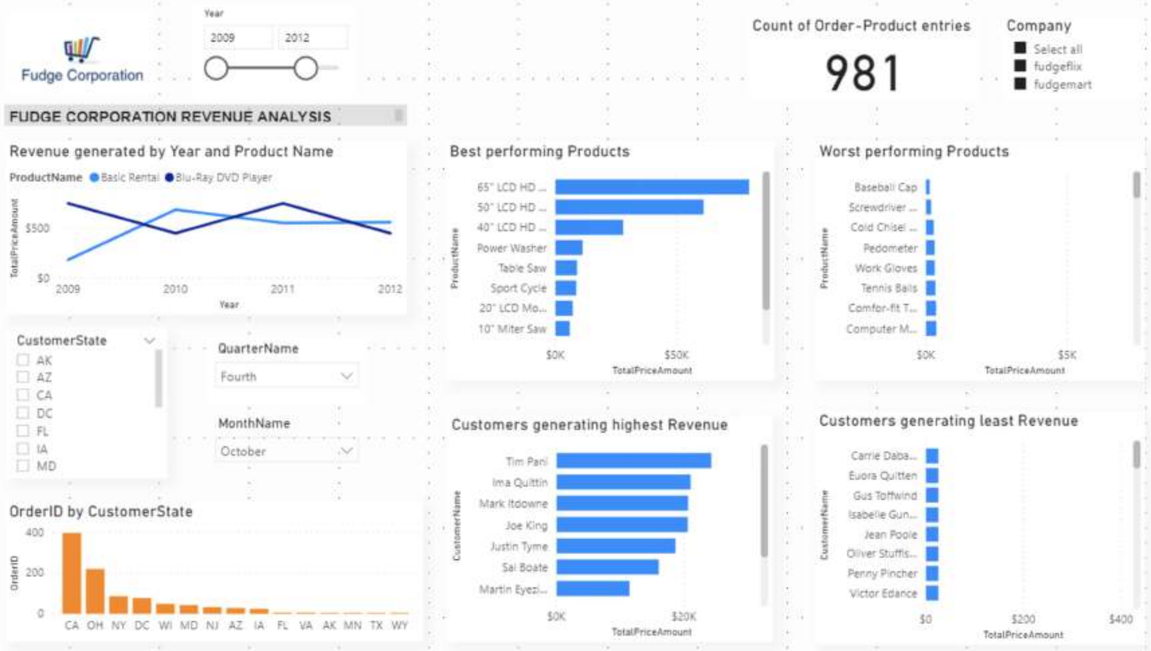


Monthly Analysis

December



October

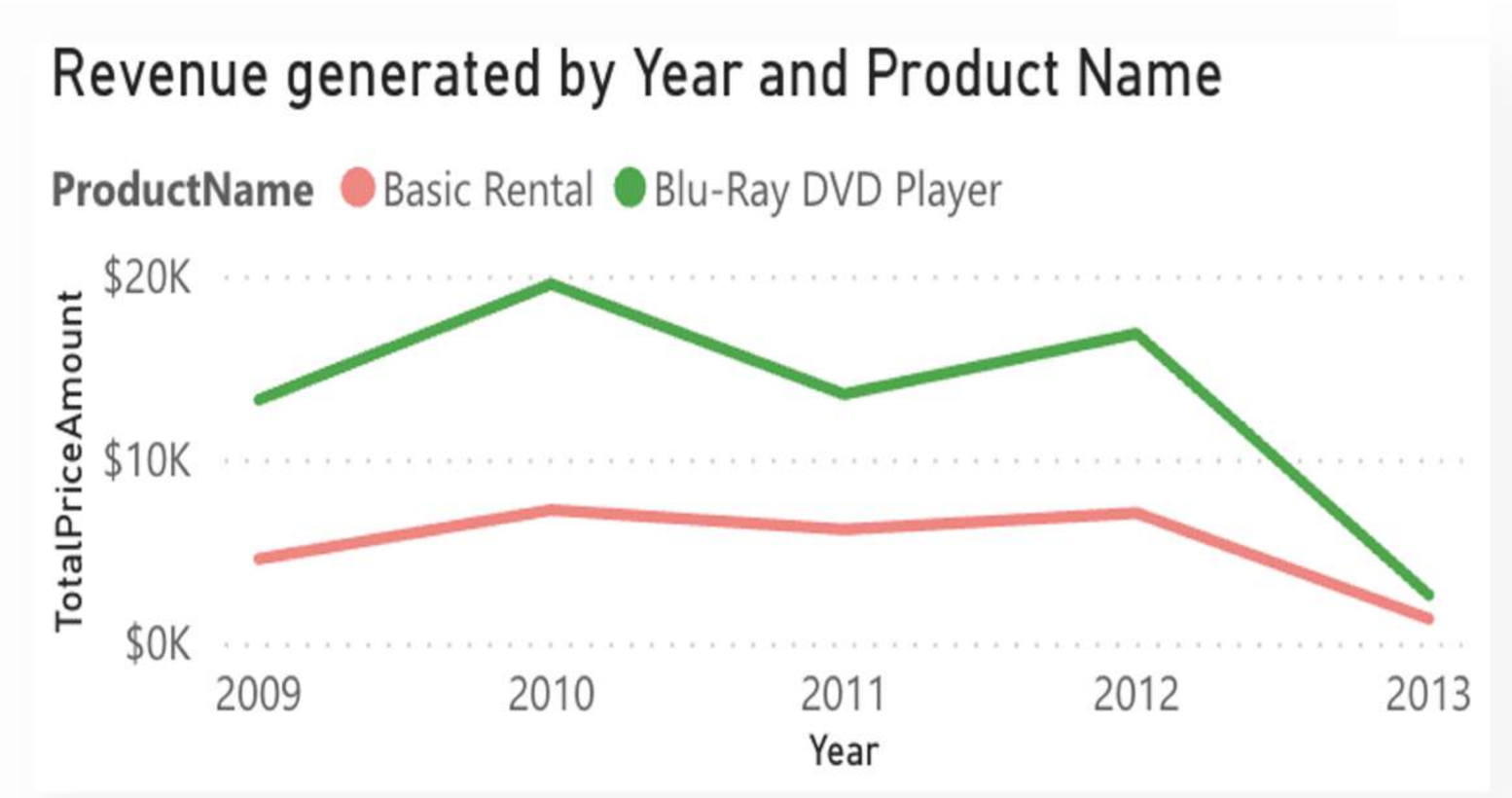


November

Fudge Corporation

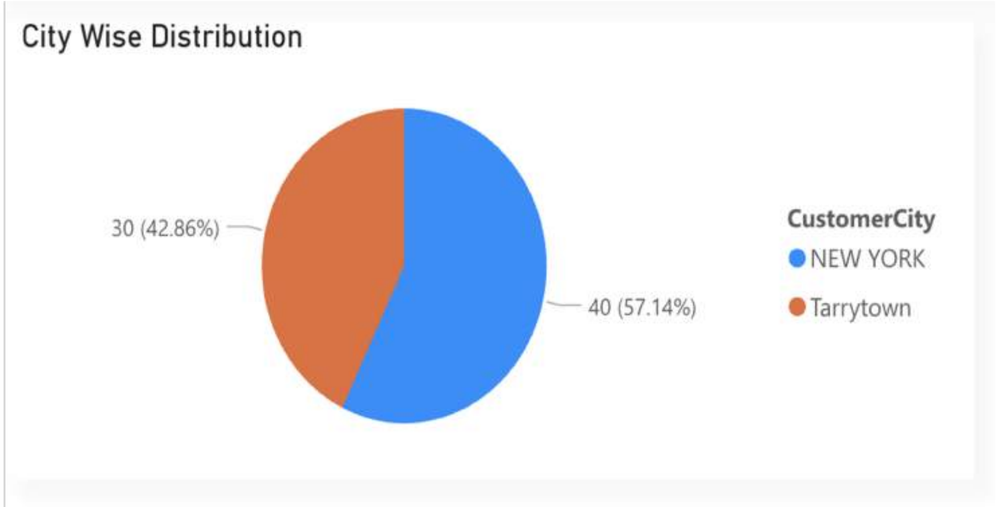
INTERESTING!

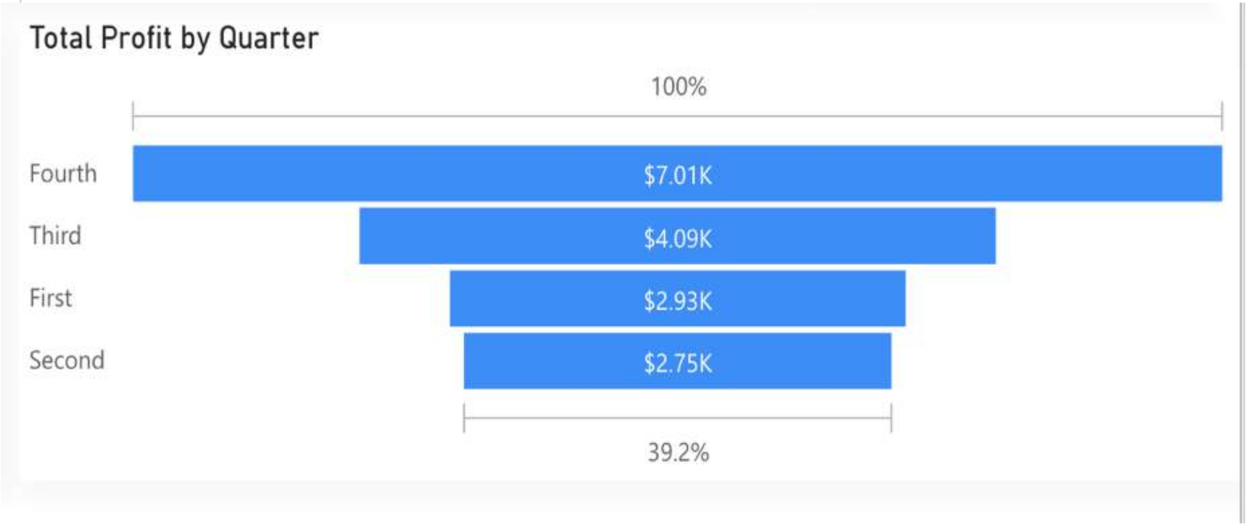
Correlation between Basic Rental and Blue-Ray DVD Player



FUDGE FLIX PLAN DEMAND!

Fudge Corporation



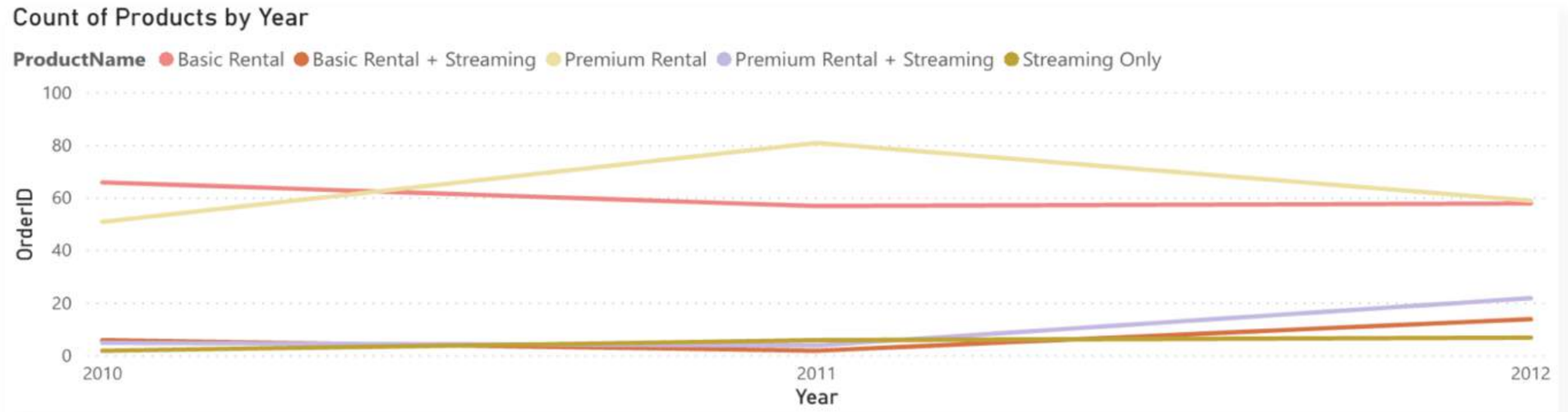


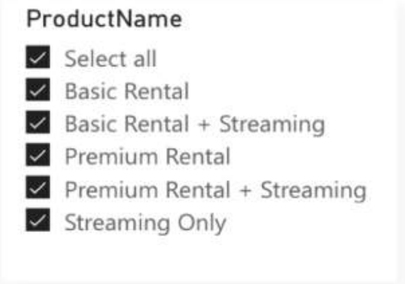
FUDGE FLIX PLAN DEMAND!

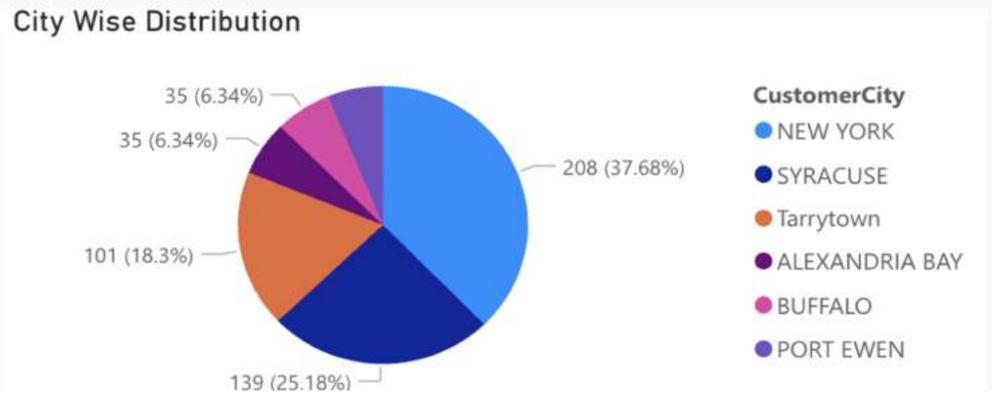
Fudge Corporation

Fudge Corporation

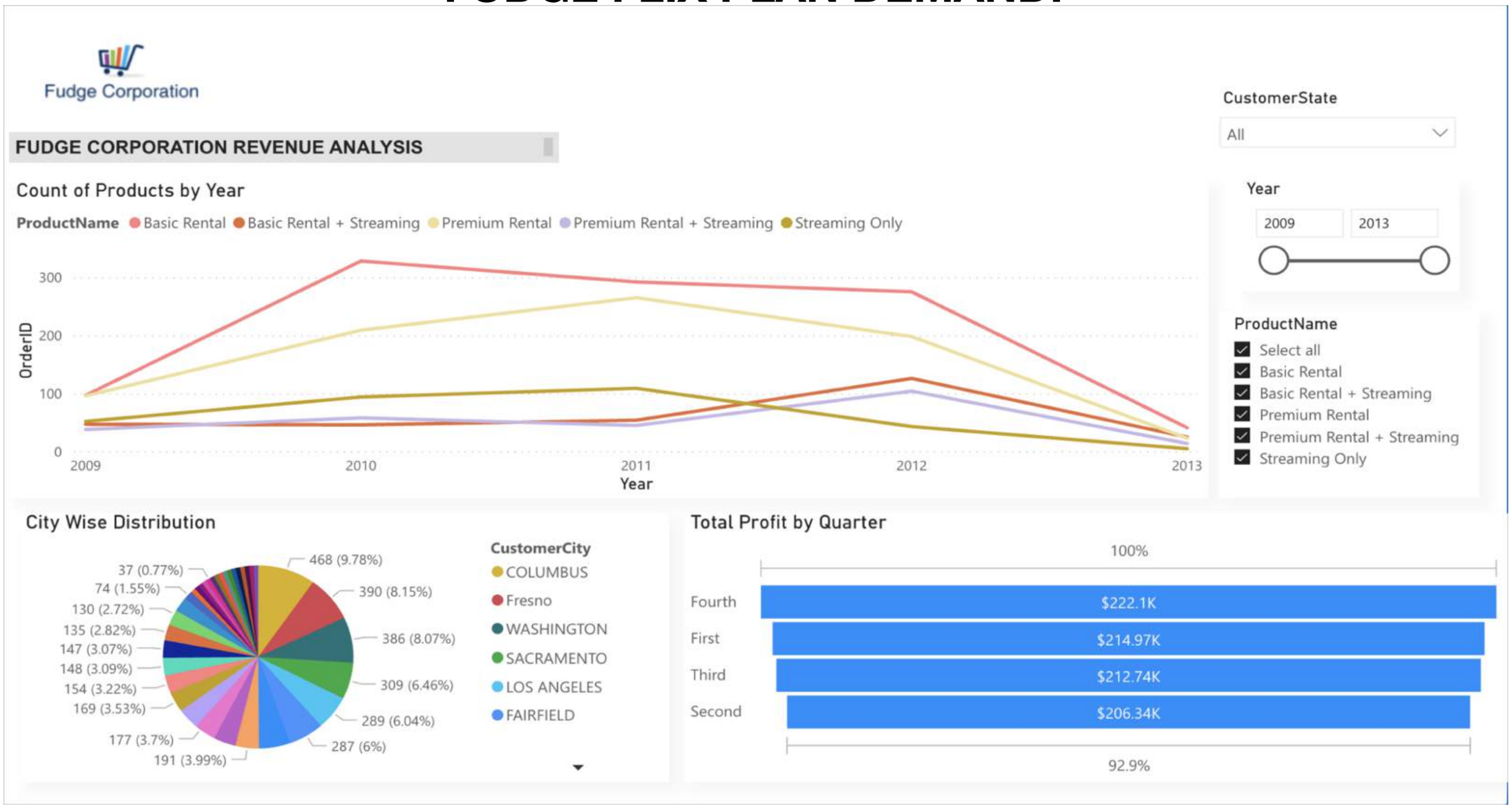
FUDGE CORPORATION REVENUE ANALYSIS







FUDGE FLIX PLAN DEMAND!



KPI ANALYSIS

Fudge Corporation

PROFIT GENERATED

Row Labels	Quantity	Profit Generated Status	Profit Generated
Premium Rental	656	●	733.8372093
Comfor-fit Tee	431	●	500
Baseball Cap	383	●	400
Cool Jeans	360	●	350
Running Shorts	331	●	300
Tennis Balls	352	●	300
Denim Jacket	361	●	300
Streaming Only	531	●	237.7028551
Basic Rental	868	●	227.3432658
Pro. Football	365	●	225
Soccer Ball	402	●	200
Steam Iron	417	●	200
X-Train Shoes	349	●	200
Baseball Glove	449	●	200
Basketball	428	●	191.6666667
Premium Rental + Streaming	482	●	191.4896047
Sport Cycle	397	●	155
Tennis Racket	319	●	150

Table Saw	329	▲	61.11111111
Blu-Ray DVD Player	442	▲	50
20" LCD Monitor	378	▲	50
HD-DVD Player	370	▲	50
DVD Player	375	▲	50
10" Miter Saw	404	◆	42.85714286
Belt Sander	392	◆	38.88888889
Ergonomic Keyboard	418	◆	37.5
PC Webcam	424	◆	33.33333333
Heart Monitor	407	◆	33.33333333
40" LCD HD TV	394	◆	25
50" LCD HD TV	387	◆	18.18181818
65" LCD HD TV	411	◆	11.76470588
Wool Socks		◆	
Squeaky Sneaks		◆	
Dri-Fit Tee		◆	?
Sledge Hammer		◆	
Straight Claw Hammer		◆	
Running Pants		◆	

Green: Profit >= 70%

Yellow: 50% <= Profit < 70%

Red :Profit < 50%

Recommendations

Fudge Corporation

1. Marketing campaigns for FudgeFlix : Minnesota, Texas and Wyoming
   Marketing campaigns for Fudgemart : New Jersey, Iowa, Wisconsin
2. Reward points system i.e. loyalty programs for customers in both. As revenue was decreasing we can offer discounts through loyalty membership programs
3. As we are seeing a downward trend the corporation should focus on state wise analysis and removing products which are unsold
4. Combo offers promoting both fudgeflix and fudgemart. Example: Customer buying TV or DVD Player can be given an offer on fudgeflix plans. Fudgeflix customers can be given discount coupons for Fudgemart low performing products.
5. Based on Observation we can see upward trend in combo plans (Basic rental + Streaming and Premium rental + Streaming) therefore fudge corporation should focus on improving streaming service and promote plans
6. Q4 is the best Quarter in terms for profit wise, Hence we should have enough stock and new Movies to Stream
7. Feedback forms from customers and improve strategies accordingly.

THANK YOU!