

IST722 Project Charter – Group 3

Project Charter			
Project Name	IST 722 Group Project Assignment – Fudgeflix & Fudgemart		
Project Description	The group project involves creating a Data Warehouse and Business Intelligence (BW/BI) solution for a fictitious company, Fudgemart, Inc., which includes an online retailer and a video streaming service.		
Business Case		Expected Goals/Deliverables	
<p>Our objective is to leverage sales data effectively by conducting thorough analysis to uncover insights that drive strategic decisions, optimize performance, and enhance customer satisfaction, thereby supporting our overall business growth and competitiveness.</p>		Requirements	
		*See below (business / functional)	
		Deliverables	
Team Members		*See Milestones	
Name	Role/ Milestone Responsibilities		
Anna	1-3, 7		
Shannon	2-3, 7		
Kelly	4-5, 7		
Josh	6, 7		
Risks and Constraints		Milestones	
1	Time constraints	1	Project charter
2	Risk of reliability on previous milestones	2	High level
3		3	Detail level
4		4	Data warehouse
5		5	ETL
		6	BI
		7	Presentation

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Business Requirements

1. Determine where profits are coming from
2. Determine patterns in customer orders
3. What areas are customers in
4. What is the impact of costs on customers/ profit

Functional Requirements

1. What are the most common purchase patterns among customers, and how do they vary by season?
2. How do different subscription plans compare (total number of customers, number of artists, songs, etc), and what is the impact of subscription pricing on overall ratings?
3. Which genres are most popular among subscriber demographics, and how does consumption vary by time of day?
4. Which products have the highest sales and profit margins, and how does their performance compare across different regions?
5. What genres/directors/cast are being streamed in each region?

Business processes (related to above questions)

1. Seasonal
2. Sales
3. Orders
4. Sales
5. Region

*we selected business process (Sales) for integration across both fudgemart and fudgeflix.

Business Process (selected from above) for integration implementation

Facts

Sales Amount

Units Sold

Discount Applied

Cost

Shipping Cost

Inventory Levels

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Subscription Revenue

Streaming Hours

Customer Retention Rate

View Count

Dimensions

Time Dimension:

- **Date:** Date of the fudge sale.
- **Day of Week:** Day of the week when the sale occurred.
- **Month:** Month of the sale.
- **Quarter:** Quarter of the sale.
- **Year:** Year of the sale.

Product Dimension:

- **Product ID:** Unique identifier for the fudge product.
- **Product Name:** Name of the fudge product.

Customer Dimension:

- **Customer ID:** Unique identifier for the customer.
- **Customer Name:** Name of the customer.
- **Customer Address:** Address of the customer.

Store/Subscription Dimension:

- **Store/Subscription ID:** Unique identifier for the store.
- **Store/Subscription Location:** Location of the store (city, state, region).

Salesperson/Artist Dimension:

- **Salesperson/Artist ID:** Unique identifier for the salesperson.
- **Salesperson Name/Artist:** Name of the salesperson.
- **Salesperson/Artist Region:** Geographic area assigned to the salesperson.