
STORING AND RETRIEVING DATA

FINAL PROJECT REPORT

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BUSSINES PROCESS DESCRIPTION

MALU GELATO

MALU GELATO is the number one ice cream shop in Portugal. Our success is based on having the most delicious gelato in town and a simple business process that allows us to have low operational costs.

Our shops are small and only allow our customers to buy their gelato to go – i.e. we do not offer table service – this allows us to have low fixed costs and few staff on each of our stores. This works as well for our customers as it does for us, because they get to enjoy their gelato while also enjoying a nice walk through the charming streets of Portugal.

MALU GELATO was born with five shops located in the five principal Portuguese cities: Lisbon, Porto, Braga, Coimbra and Faro. Each of our stores has a manager that makes sure everything runs smoothly and manages the cash register, a gelato master that makes our incredible gelatos and two waiters that work behind the gelato bar serving our customers.

Our menu is very simple which helps us to be very efficient throughout our business value chain. Our costumers can pick from six different flavors: Vanilla, Chocolate, Strawberry, Cookies & Cream, Stracciattela and Salted Caramel. They can have their gelato either in a cup or a cone. And they can choose a small or a large size which cost \$3.00 and \$6.00 euros respectively.

At MALU GELATO we are obsessed with improvement and that is why we have a tablet next to our cash register where our customers can give us their feedback every time they make an order. Here they can give us a rating from 1 to 5 stars and leave their comments.

We also like to do marketing activities to retain our current costumers or gain new ones. For example, we recently opened a new shop in Lisbon near Cais do Sodre and to promote it, we are giving a 10% discount in every order.

For us it is very important to track the progress of our marketing goals and we take advantage of our DBMS to do this. For example, we have a trigger that performs a log every time a new costumer is registered in our DB, this way we can track whether we are reaching the weekly customer acquisition goals.

In the next page you will find a diagram that will give you a better understanding of our business process.

ENTITY RELATIONSHIP DIAGRAM

MALU GELATO

