BUSINESS REPORT

Subject: Analysis of Customer Order History for Improved Order Tracking and Operational Efficiency.

Prepared by: Manya Gogia

Date: November 9, 2024

Purpose

The **Customer Order History Report** provides detailed information about each order placed by customers, helping the bakery track order statuses, manage customer interactions, and analyze purchasing patterns. This report is essential for enhancing customer service and ensuring operational efficiency.

Requirements Met

This report addresses the following requirements:

1. Customer Management:
   - Allows input and retrieval of customer information, enabling the bakery to access historical data for customer service and marketing purposes.
2. Order Creation and Tracking:
   - Provides a detailed record of each custom order, including status updates and customization details, helping reduce order errors and improve management.
3. Product Management:
   - Tracks customization details and pricing, enabling better management of product offerings and customer preferences.

Report Fields

- Customer ID: A unique identifier for each customer.
- Customer Name: The full name of the customer.
- Order ID: A unique identifier for each order.
- Order Date: The date when the order was placed.
- Product Type: The type of product ordered (e.g., cake, cupcakes, cookies).
- Customization Details: Descriptions of customizations (e.g., icing, cake flavor, decorations).
- Order Status: The current status of the order (Pending, Baking, Decorating, Ready for Pickup, Completed).

- Order Total: The total cost of the order.
- Payment Status: Status of payment (Deposit Paid, Fully Paid, Outstanding).
- Employee Name: The employee who managed the order.

Sample Report

Customer ID	Customer Name	Order Id	Order Date	Product Type	Customization Details	Order Status	Order Total	Payment Status	Employee Name
C01	John Doe	O101	10/25/2024	Cake	Chocolate flavor, Floral decorations	Completed	$90.00	Deposit Paid	Emily
C02	Jame Smith	O102	11/02/2024	Cupcakes	Vanilla flavor, Rainbow sprinkles	Ready for Pickup	$75.00	Outstanding	James
C03	Bob Johnson	O103	11/05/2024	Pastries	Red velvet, Writing: "Happy Birthday!"	Baking	$80.00	Fully Paid	Emily

Usage:

- **Operational Efficiency:** Helps track order statuses and identify bottlenecks.
- **Customer Service:** Facilitates quick retrieval of past orders for customer inquiries.
- **Marketing Analysis:** Provides insights into customer preferences and order frequency.