

Web Puppies' Website Designing Process

By: Project Group 2

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Agenda

1. Project Overview
2. AS-IS Business Process
3. Pain Points in Short
4. The Solution
5. TO-BE Business Process
6. Benefits of Suggested Improvements
7. Entity Relationship Diagram
8. Database Demo
9. Conclusion

Project Overview

Company in focus

- Web Puppies
- Leading web development and digital solutions companies in Southeast Asia

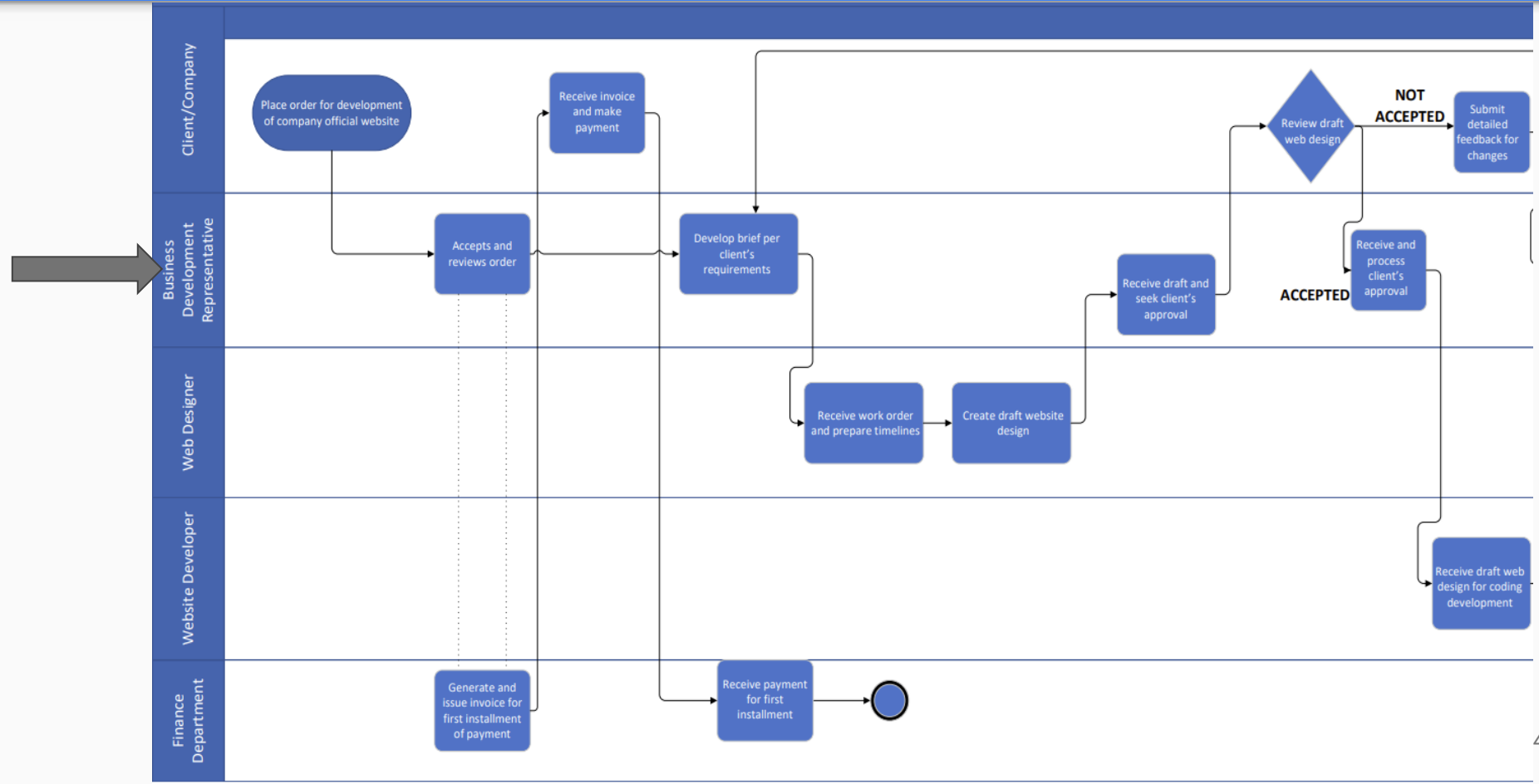
What do they do?

- Services for its clients that cater specifically to their needs
- Key service focuses on provision of web development solutions

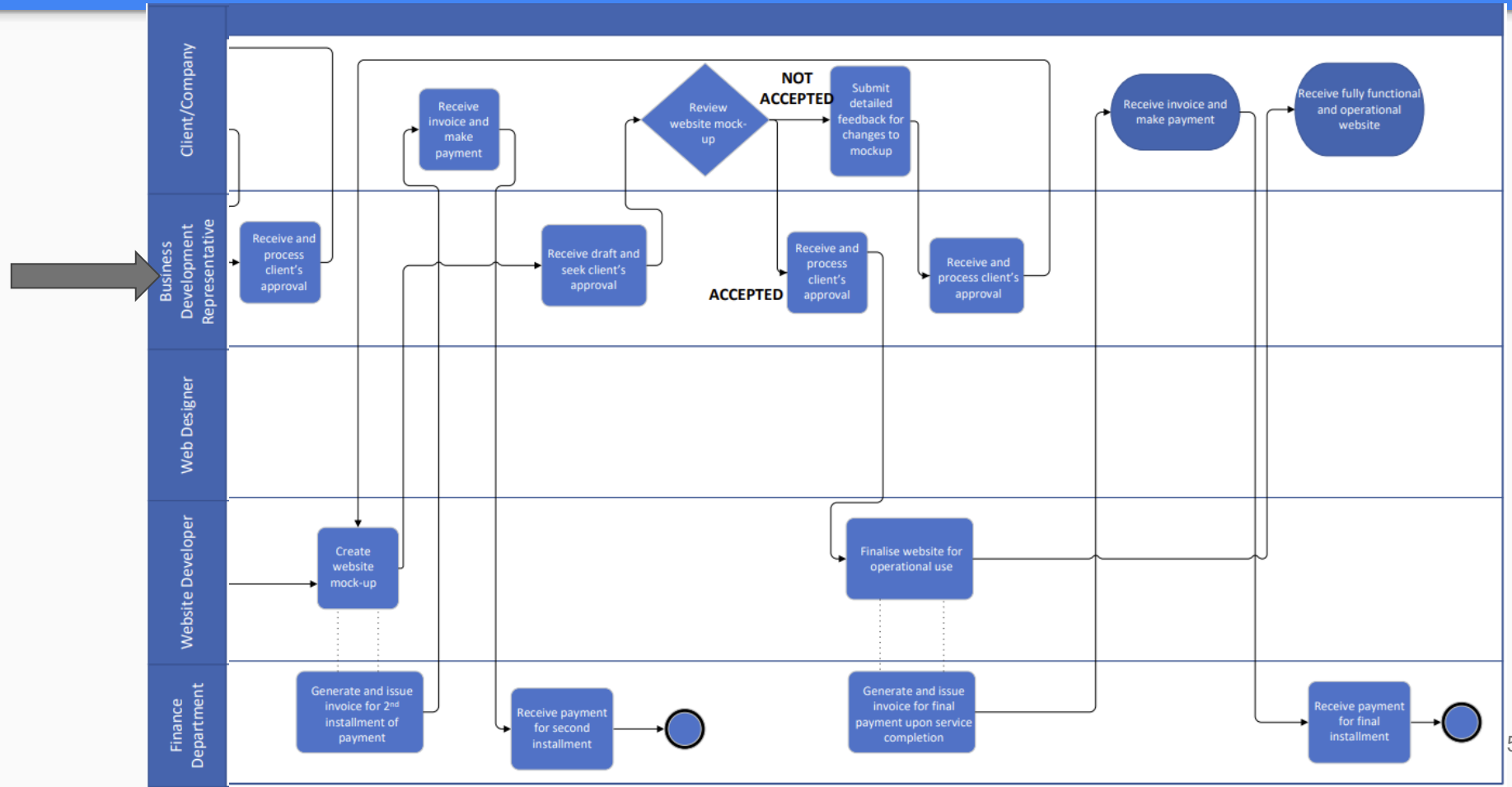
What is project's focus?

- Provision of web development solutions
- Identify how this business process can benefit from proper data management

AS-IS Business Process Pt. 1

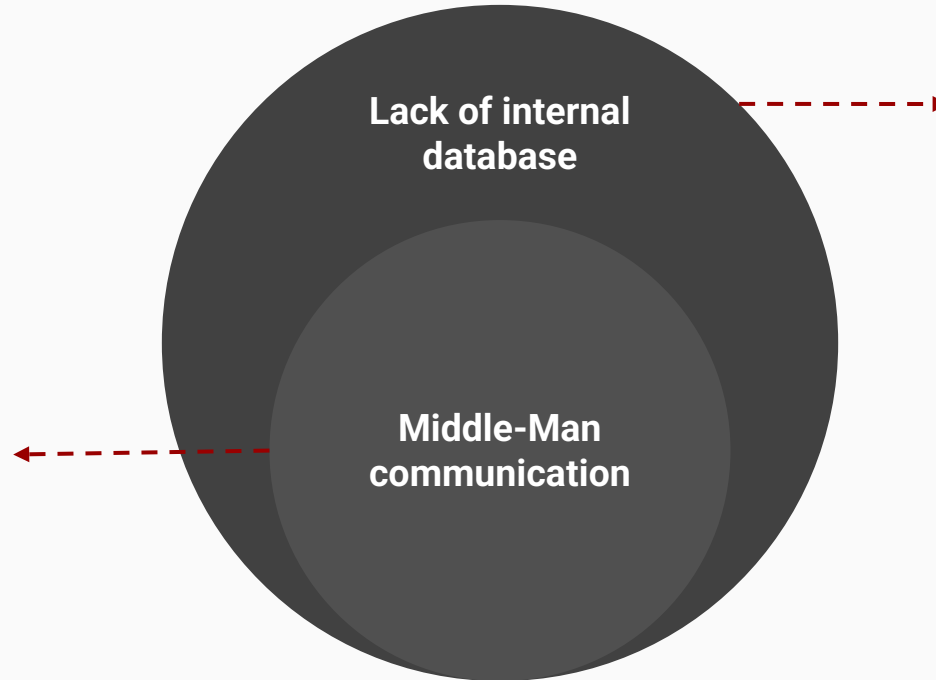


AS-IS Business Process Pt. 2



Pain Points in Short...

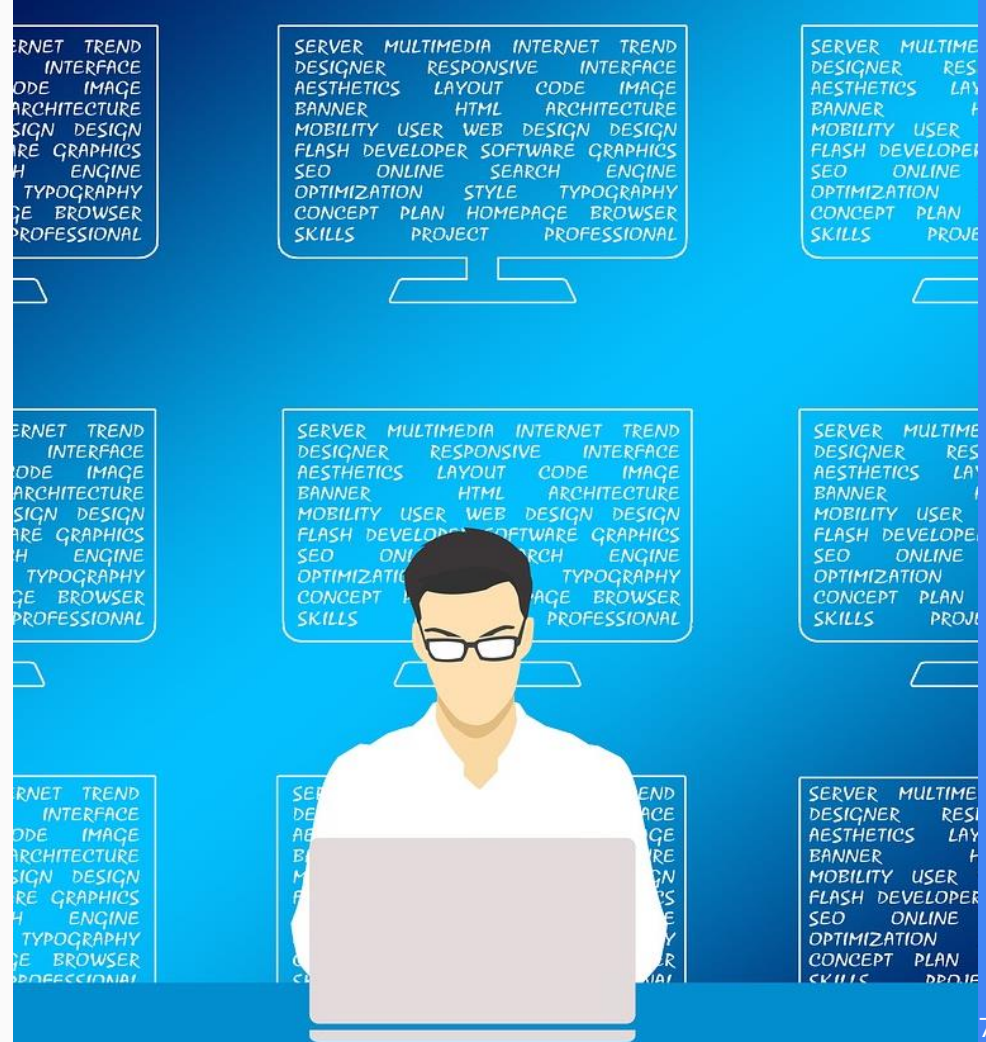
- All interactions with the client take place through one actor i.e. **BD representative**
- Stakeholders are only involved **at specific milestones** through the process
- **Time-consuming** and **inefficient** to route all changes through one employee
- Causes information to be **lost-in-translation**



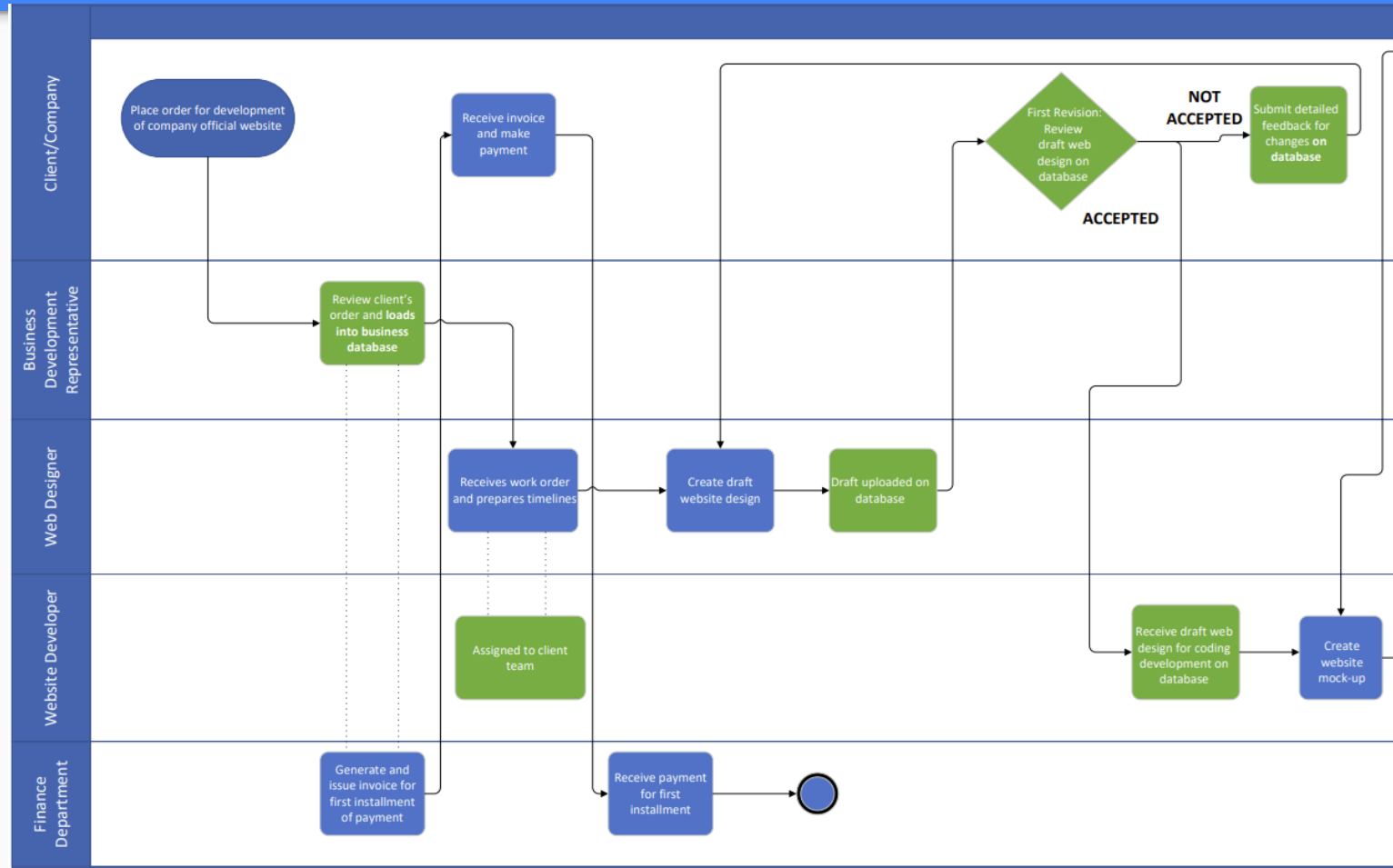
- Current business process relies on **mainstream modes of communication** (e.g. emails, word-of-mouth)
- No one employee has a **bird's eye view of the case progress** at a time
- **Inefficient ways of consolidating critical information** for the company

The Solution

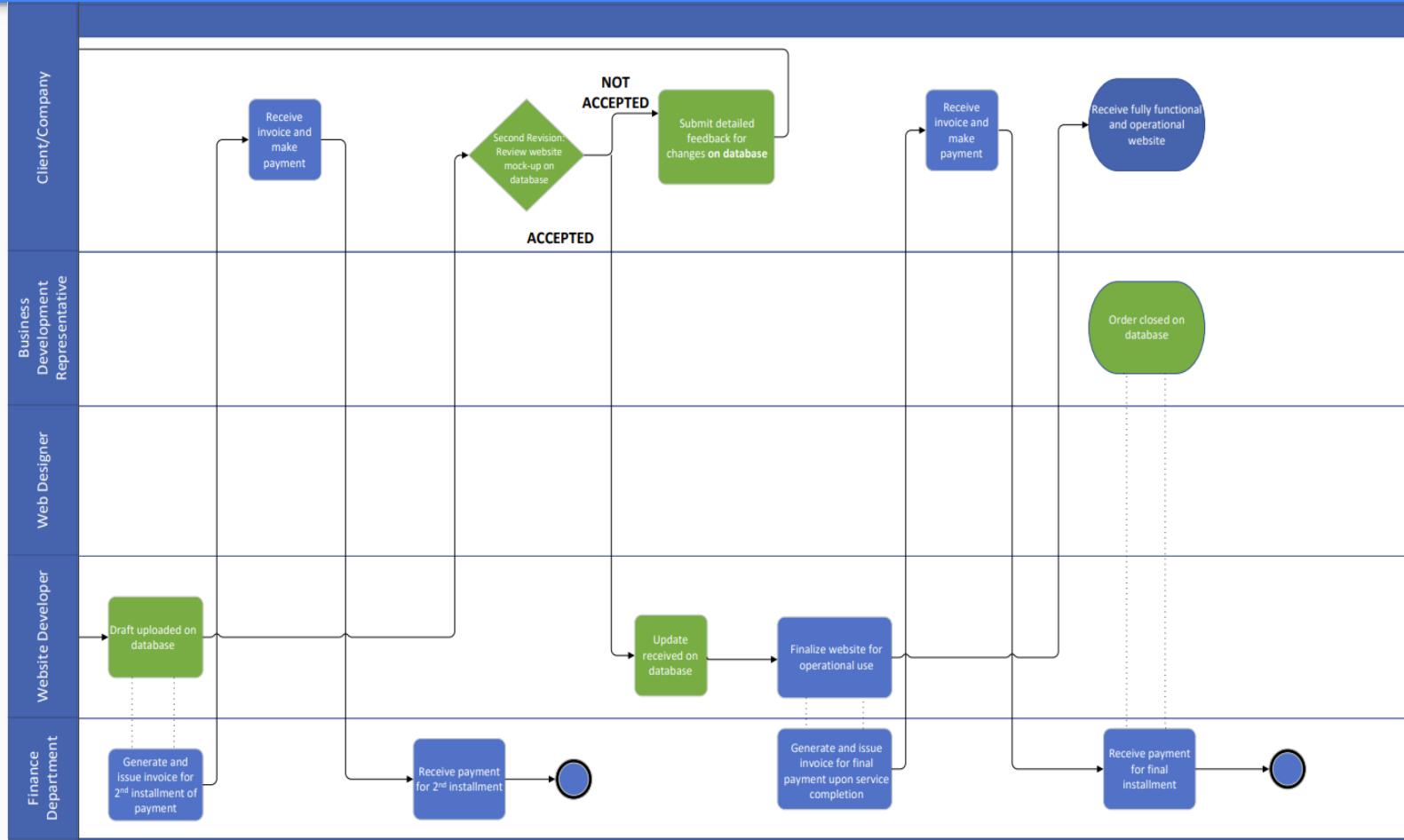
1. Assignment of Client team to handle incoming job orders
2. Introduction of database system



TO-BE Business Process



TO-BE Business Process (Contd)



Benefits of Suggested Improvements

1

Minimal chances of miscommunication

- Reduced layers between customer and client team
- Increases customer satisfaction

2

Improved efficiency

- Back-and-forth between customer and client team reduced
- Job order intake can be increased generating more revenue

3

Real-time process management

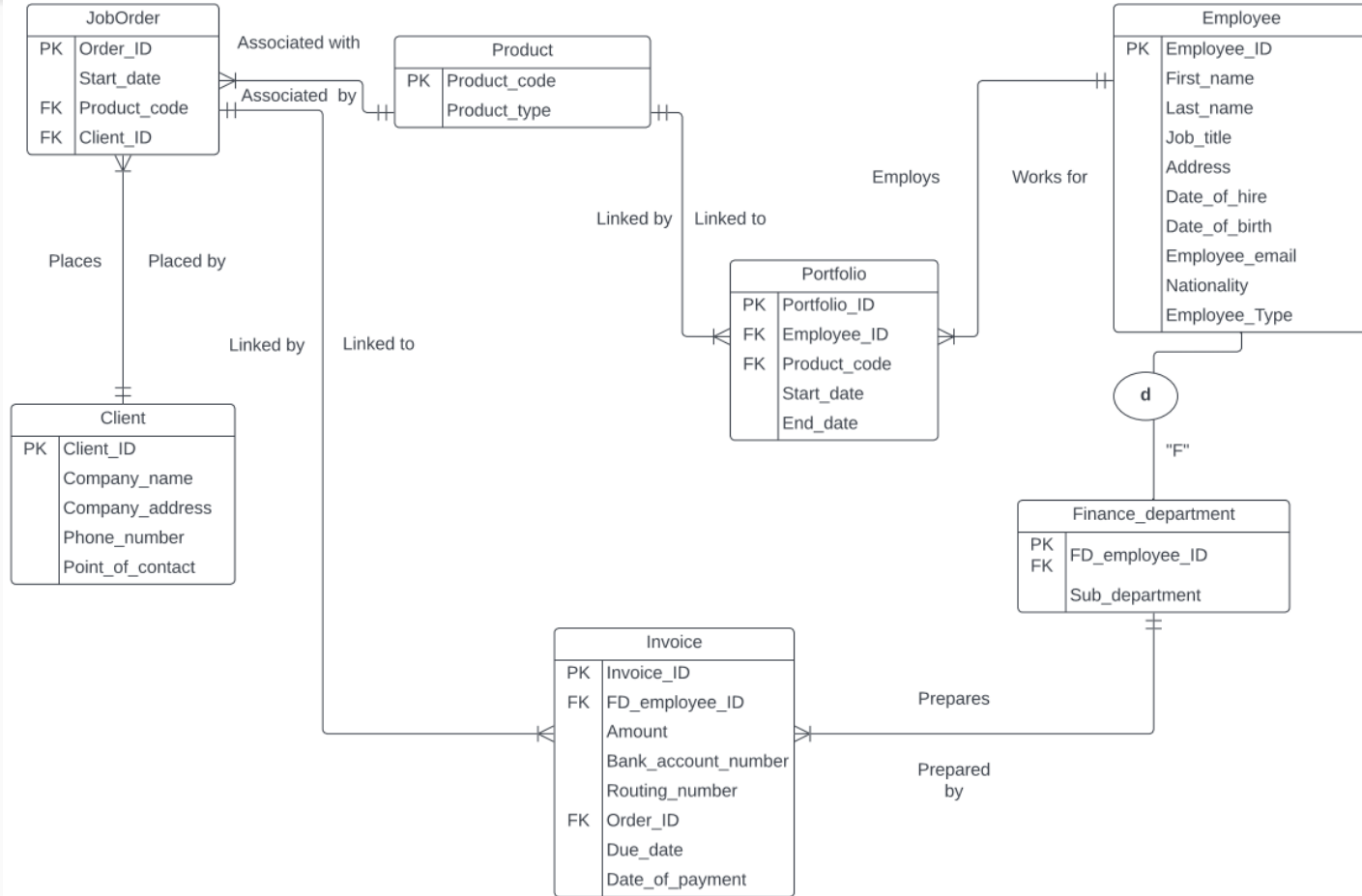
- Improved resource allocation
- Minimal choke points

4

Process transparency

- Improved data and reporting i.e. improved analytics

Enhanced Entity Relationship Diagram – Website Designing Process



Enhanced Entity Relationship Diagram - How it Works

1. Client

This entity consolidates all instances of Web Puppies' clients

2. Job Order

This entity consolidates all instances of job orders received by Web Puppies from clients

3. Product

This entity consolidates the different types of services that are provided by Web Puppies

4. Portfolio

This is an associative entity created to address the many-to-many relationship between the entities Product and Employee

It consolidates an overview of the ongoing projects by linking incoming orders with the employees working on the order

5. Employee

This is a supertype entity which consolidates all details of employees working for Web Puppies

6. Finance Department

This is a subtype entity which identifies specific employees working for the finance department

7. Invoice

This entity consolidates details of all invoices issued by Web Puppies to clients during or upon the completion of job orders

Database Demo - Query 1

```
SELECT Product_type,  
       COUNT(JobOrder.Product_code)  
       AS "Number of Orders",  
       AVG(Amount) AS "Average Amount",  
       SUM(Amount) AS "Total Amount"  
FROM Product, JobOrder, Invoice  
WHERE Product.Product_code = JobOrder.Product_code  
       AND Invoice.Order_ID = JobOrder.Order_ID  
GROUP BY Product_type;
```

- Query shows which product type is more popular and generates higher total revenue
- Output shows 'Website Development' more common than 'Website Maintenance'
- Output also shows 'Website Development' earn the highest average revenue for Web Puppies
- Query helps business increase profits by informing which product type is generating more revenue

	ABC Product_type ▼	123 Number of Orders ▼	123 Average Amount ▼	123 Total Amount ▼
1	Website Development	14	17,944.11	251,217.54
2	Website Maintenance	8	7,713.75875	61,710.07

Database Demo - Query 2

```
SELECT Portfolio.Employee_id,  
        First_name,  
        Last_name,  
        COUNT(Portfolio.Employee_id) AS "Number of  
Portfolios"  
FROM Employee, Portfolio, Product  
WHERE Employee.Employee_id = Portfolio.Employee_id  
        AND Product.Product_code = Portfolio.Product_code  
GROUP BY First_name, Last_name, Portfolio.Employee_id  
ORDER BY COUNT(Portfolio.Employee_id) DESC  
LIMIT 3;
```

- Query helps identify most hard-working employees with highest number of portfolios
- Output shows Lisa, Rick, and Phil with highest number of portfolios
- Query helps business recognize and reward top employees with salary bonuses
- Top employees will be incentivized to continue to work hard to complete portfolios and generate profits

	123 Employee_id	ABC First_name	ABC Last_name	123 Number of Portfolios
1	408,900,123	Lisa	Fleming	5
2	408,900,000	Rick	Reid	5
3	406,900,435	Phil	Foden	4

Conclusion

- As Web Puppies organically grows its job orders, it needs to **augment its business process** to optimize the flow of information and resources to **decrease process time** and **improve efficiency**
 - With the **assignment of a client team and the introduction of a database system**, it can scale its business and better maintain its relationship with its clients
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Any Questions?