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| Business Template  **MEN’S AND WOMEN’S SHOE SALES** |
| **Logo / Image** |

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# Business Description

## Business background

Example:

Shoes are a necessary element for modern man’s cloths. There are a lot of shops, which offer various types of shoes suitable for any person’s style, weather, location and other life situations. This kind of business is very competitive, so if you want to be successful in this field you should very responsibly approach this case and learn a lot of factors which influence on people’s choice of shoes. First of all it can be done by collecting product sales information and analyzing the one using special tools.

## Problems because of poor data management

Example:

Poor data management doesn’t let to do successful business because of insufficient information about what should you do next. If you don’t use instruments which can give you information for analysis and which can help you to come up with a business strategy you won’t be competitive in this or that field.

## Benefits from implementing a Data Warehouse

Example:

Using of data warehouse can help you with the problems described above. Implementing a data warehouse can answer you the following questions:

* Which brands have the highest prices?
* Which ones have the widest distribution of prices?
* Is there a typical price distribution (e.g., normal) across brands or within specific brands?

Further processing data would also let you:

* Correlate specific product features with changes in price.
* If there are any differences between women's brands and men's brands.
* And many other.

## DATASETS DESCRIPTION

The first dataset contains the following information about sales on the European market.

Product Information:

Brand: The brand or manufacturer of the shoe.

Category: The category of the shoe (e.g., athletic, casual, formal).

Subcategory: Further classification of the shoe within the category.

Style: The specific style or design of the shoe.

Sales Information:

Date: The date of the shoe sale.

Retail Price: The retail price of the shoe.

Sales Price: The actual selling price of the shoe.

Quantity Sold: The number of units sold.

Customer Information:

Gender: The gender for which the shoe is intended (men or women).

Age: The age range or demographic information of the customer.

Location: The geographical location of the customer.

Additional Attributes:

Discount: The percentage of discount applied to the sales price.

Material: The material used in the construction of the shoe.

Color: The color of the shoe.

Size: The size or dimensions of the shoe.

The second dataset contains the following information ….

The datasets provide a comprehensive overview of men's and women's shoe sales, allowing for analysis and exploration of trends, sales performance, customer preferences, and more within the shoe industry.

## GRAIN / DIM / FACT

# Business Layer 3NF

# Business Layer Dimensional Model

# Logical Scheme

# Data Flow

# Fact Table Partitioning Strategy