* Which country you work with?
  + USA and Canada
* How many Franchises are there?
  + 44
  + Whole owned by the corporate entity.
* Can I order online?
  + Ship within 200 miles, as the stuff is supposed to be delivered fresh.
* Is there any store overlap?
  + No store overlap.
* What are the real problems facing, for which a data warehouse consultant is hired?
  + Executive leadership and the board of directors is putting a lot of pressure to expand business, one store in Italy and one in France, and if there is expansion business could collapse. So, a DW is needed to focus strategically on the expansion.
* Why is the logo Avocado?
  + Unique branding strategy
* What exactly do you sell?
  + Avocadoes and other fruits and vegetables.
* Is there any consumer group?
  + No way to link that to understand what the customer segments are.
* What sales metrics do you track?
  + Revenue is the predominant metrics that I could track right now
  + Daily/Weekly reporting to regional managers, and the regional managers use this to manage operational day to day decision making.
  + Problem where I could not see each day inventory, being sold and in stock.
  + I use only revenue by store, and that is not decision making efficient.
* What do you like to see in a report?
  + Customer data
  + Store data
  + Manager data
  + Inventory data
  + Sales per store data
  + Regional sales data
  + I want direct visibility of every data.
* Do you have a website?
  + Yes
* How often do you look out reports?
  + Monthly, but I wish to get weekly.
* How are your vendors onboarded?
  + Store managers are responsible for vendor relationship management.
  + Corporate entity comes in to have all the negotiations sorted so that the deal can go through.
  + Supplier and demand are also maintained by SM.
* Can one vendor supply to multiple regions?
  + No this is not the case.
* Who are the primary users of the data, and will there be ad hoc users of the data?
  + I will kick over the question to the legal team, and based on State there will be legal activities.
* Do you use, any seasonality trends?
  + I would love to investigate seasonality trends for different fruits and vegetables.
  + Also, I would like to know the vendor trust and a specific vendors product being liked more.
* Are there any vendors incentives?
  + Could be used, handled on an individual basis, and I would like to see consistency in that.
* May I see a sample of reports that I could look?
  + Yes.
* Why does the data in you excel does not cause a problem, although it doesn’t have a unit?
  + B2B business and not a B2C business.
* What is the price in the excel?
  + Could be the per order price, just have the spreadsheet from the RM.
* Could you ask them the items and the price for each item?
  + Yes, I could but very tedious.
* What promotions are being offered?
  + I want to know that, but I don’t know yet.
* Can you give me the list of KPIs you want?
  + Customer repeatability.
  + Vendor affinity
  + Store performance
  + Market basket analysis
* Is the vendor information being captured?
  + Yes, but I don’t know.
* How many employees do you have?
  + 8-10 employees per store
  + 25 corporate folks
  + 400 total staff
  + This includes kids in stores also
  + Higher stain power folks – 80 -85
* How do they record sales?
  + Back-office store support system
  + Keeps track of customers, loyalty, ecommerce website.
* Process followed to record the transaction same.
  + Yes
* Does your system track B2B separately from B2C?
  + There could be there, but I am not hundred percent sure.
* How are businesses treated separately from customers?
  + No separate treatment.
* Are you using this report to calculate the revenue?
  + Yes, but is very bad.
* Do you have any data about how many transactions you do per person, per day?
  + Yes, I can see that, but it is not in the best format.
  + Difficult to find the persona.
* Velocity of the sales matter?
  + Yes, when we scale out and then scope out.
* Who is going to be creating these reports, and once you have the report how much time does it take to go through the report?
  + Regional manager, a long time to go through.
* What level of detail you require for personal promotions for a product on a specific store.
  + Like to know if they are specific to a product or a person.
  + Is there a promotion any event specific.
* Are there any discounts going on?
  + Some discounts are there, but I don’t know when the discounts are there?
* Does the cost also include taxes?
  + No, it doesn’t include taxes, they are separate.
* How do you track customer satisfaction
  + I don’t see them now; I would love to see them.
  + Feedback process is there during returns, but I am not aware of it?
* Can you drill down on the returns?
  + Yes, I can.
* Do you need a cross department reporting system you need?
  + Yes
* What is your target to grow or how do you measure a store performance?
  + Revenue as of now.
  + But I need proper info to decide on specific stores whether to grow or to shut down.
* What is the current strategy for customer growth?
  + Customer retention, as of now.
* How would you handle the return policy in the global market in different countries?
  + More reports will be inclined towards returning customers.
* Why Italy and Ireland only for expansion?
  + Not a specific reason.
* Do you want the revenue to be categorized in online and offline in future?
  + Yes
* Is there any opportunity to get info about BOSS?
  + Make assumptions about BOSS.
* With ecommerce, do you have any stores just specific to delivery?
  + No
* Who delivers?
  + Third part vendors.
* What is another way to get delivery?
  + Not yet with Door dash, Uber (MOATS)
  + But this could be possible
  + These platforms have a fee, which are high.
* Selling price is same across all sales channels?
  + Yes
* Is there any discrepancy in the order system?
  + No