**DATE:** 2019-06-26

**Names:** Patrick Vincent

Individual Project for Data Warehousing – Alpha Investments

**Executive Summary:**

Alpha Investments is a growing shop that buys and sells Magic: The Gathering (MTG) cards. They sell the majority of their cards over the internet, and have recently hired a few agents to go to regional events and sell cards in person. The owners of Alpha Investments want to know what types of cards their customers are buying, how effective their agents are, and how events across the nation are influencing card prices over time. They need a data warehouse to centralize their data, improve report speed and compare attributes over time.

**Business Requirements:**

The leadership of Alpha Investments wants to analyze the following data in relation to year, month and date:

* The owner of Alpha Investments would like to evaluate which attributes of cards sell the best over time so he can better control his inventory. He wants to evaluate sales and price patterns by card rarity and foil to see what customers buy over time, and which day of the week is the slowest so he can start advertising to increase sales.
* Alpha Investments recently hired a few Agents to go to events across the country and sell cards live. The Agent manager would like to see how the Agent’s sales performance compares to their online sales over the same period to see if they should continue to send Agents to events across the country. He also wants to see if customers in the same state as events buy more cards in the month that the event happens.
* The Customer relations manager sent out a survey last month to all customers. He wants to see if the customers that responded were more likely to buy more often than customers who did not respond, and which specific cards they purchased based on their survey favorite deck results. He wants to make a new promotion based on the results.
* The Agents team goes to events across the country to sell cards live at the events. They want to see what events formats and locations generate the most revenue and whether foil or non-foil card types sell best so they can better pick which inventory to bring.

**Information Subject**: Card Sales

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Event** | **Customer** | **Cards** |
| Date | Agent Name | Customer Name | Card Name |
| Month | Event Name | Customer Location | Set Name |
| Year | Event Date | Gender | Set Release Date |
| Day of Week | Event Location | Survey Response | CMC |
|  | Event Format | Favorite Format | Card Type |
|  |  | Favorite Deck | Foil tag |
|  |  | # of Decks Owned | Card Rarity |

Facts: Revenue\*

\*Revenue is Price \* Quantity sold.