**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 sales over time. They need a data warehouse to centralize their data, improve report speed and compare multiple 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 revenue and price patterns by card attributes, such as rarity, casting cost, color, time since release and foil.
* 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 each of the Agent’s sales performance over time compare to each other, who is attending the most events, and who is generating the most revenue.
* 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 Marketing manager wants to get more promotions from events, and wants to partner with the host they do the most business with, in terms of revenue. He also wants to evaluate revenue per event by attendance and schedule, such as weekend or holiday events, to see what events to advertise at.

**Information Subject**: Alpha Investments

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

Facts: Revenue, Count of Events

Revenue is Price \* Quantity sold.