Project Final Document: Vision

Team Members:

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Project Overview:

The Vision Framework is a comprehensive integration initiative designed to unify four distinct business entities—Vision Books, Vision Flicks, Vision Music, and Vision Mart—into a single, cohesive platform. This initiative seeks to leverage data aggregation, transformation, and analytics to enhance business operations and elevate customer experience across multiple domains.

Key Components:

1. Data Integration and Source Tables:

The project began by identifying and consolidating relevant source tables for each business entity. Drawing inspiration from established platforms like Amazon, Netflix, and Spotify, the team meticulously curated source tables covering essential aspects such as sales, customer engagement, membership, billing, and product details.

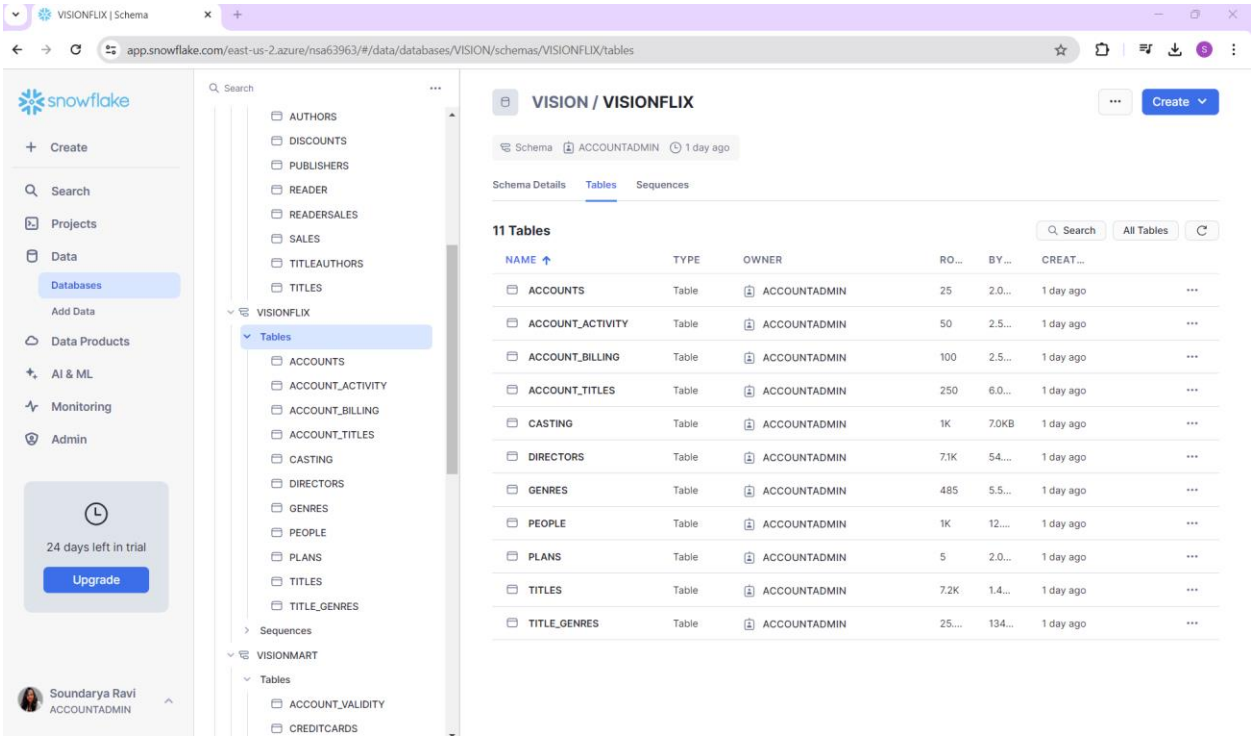
2. Data Processing and Transformation:

Utilizing cutting-edge technologies like Snowflake and DBT, the team implemented robust data processing and transformation pipelines. Scripts were developed to generate and migrate data into Snowflake, ensuring a comprehensive coverage of business functionalities. Demand fact tables were employed to facilitate granular-level analysis and aggregation of data for actionable insights.

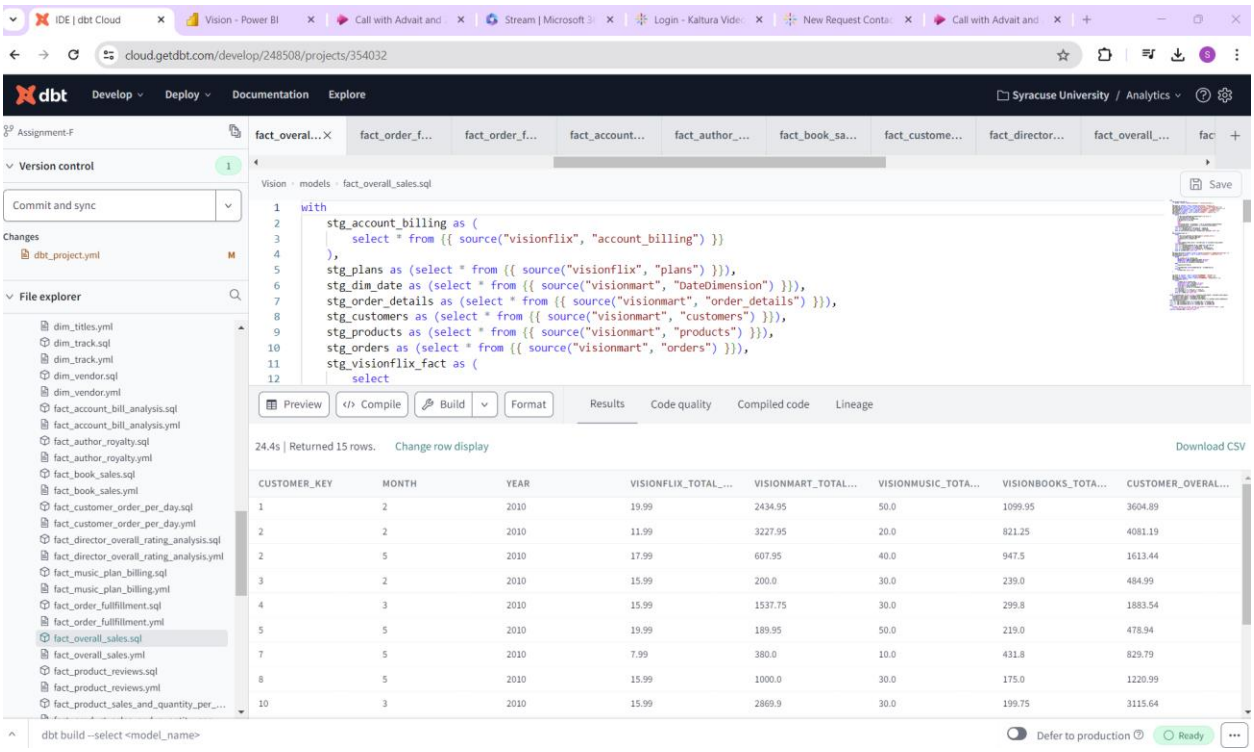
3. Business Analytics and Visualization:

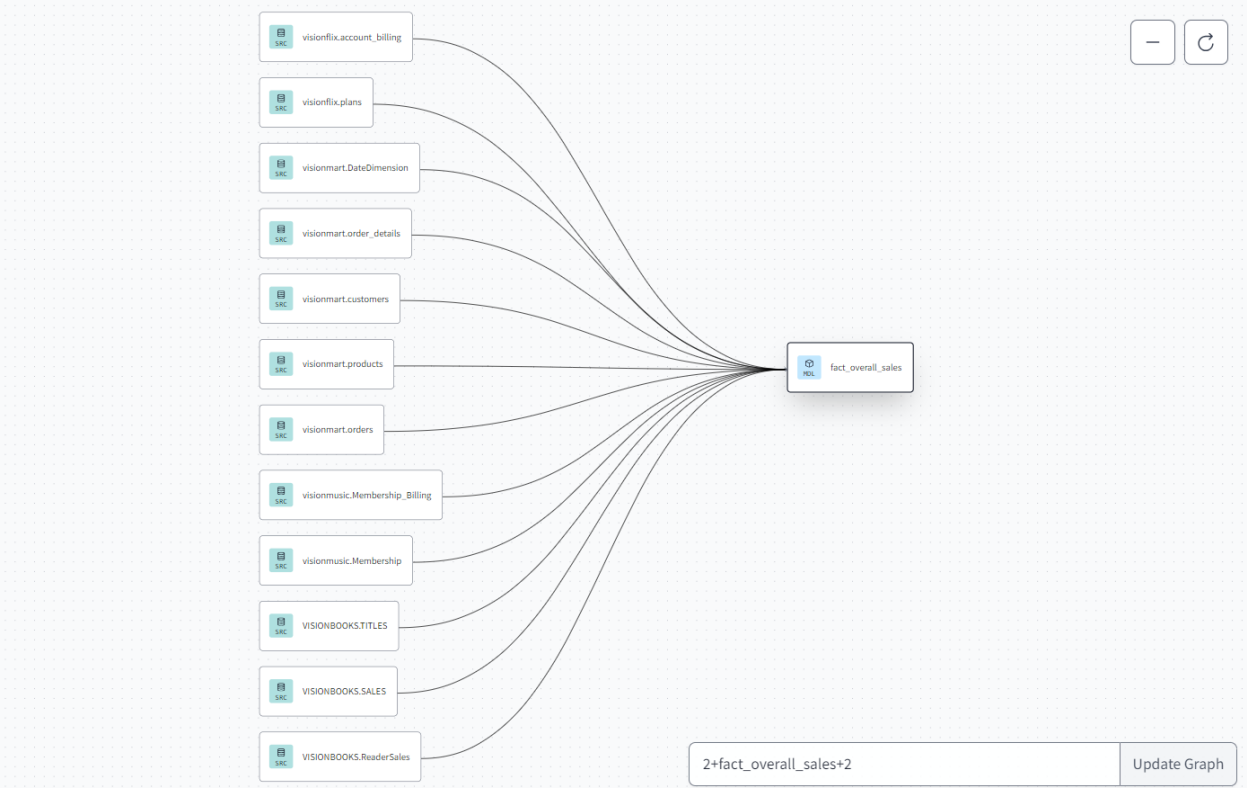
Power BI dashboards were leveraged to provide intuitive business analytics and visualization. Multiple dashboards were tailored to each business entity, focusing on key metrics such as customer spending patterns, product popularity, geographical distribution, and content engagement. These dashboards empowered stakeholders with actionable insights to drive strategic decision-making and optimize business performance.

Source:



Transforming:

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VISIONBOOKS.ReaderSales
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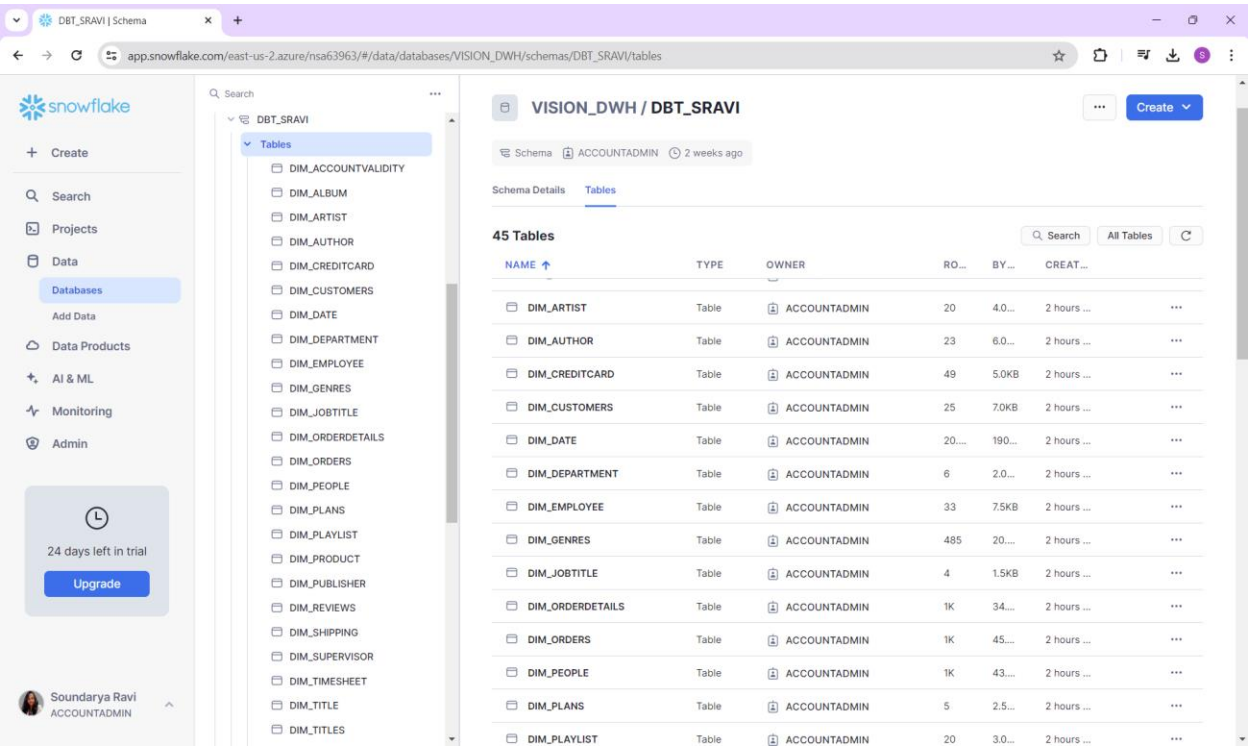
2+fact_overall_sales+2
Update Graph

Staging: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Search
Projects
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Databases
Add Data
Data Products
AI & ML
Monitoring
Admin
24 days left in trial
Upgrade
Soundarya Ravi
ACCOUNTADMIN
DBT_SRAVI
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DIM_CREDITCARD
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DIM_DEPARTMENT
DIM_EMPLOYEE
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DIM_ORDERDETAILS
DIM_ORDERS
DIM_PEOPLE
DIM_PLANS
DIM_PLAYLIST
DIM_PRODUCT
DIM_PUBLISHER
DIM_REVIEWS
DIM_SHIPPING
DIM_SUPERVISOR
DIM_TIMESHEET
DIM_TITLE
DIM_TITLES
VISION_DWH / DBT_SRAVI
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Schema Details
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Search
All Tables
NAME
TYPE
OWNER
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Dashboard Highlights:

1. Overall Sales Split by Category:

- Insights into the contribution of each business entity to overall sales.

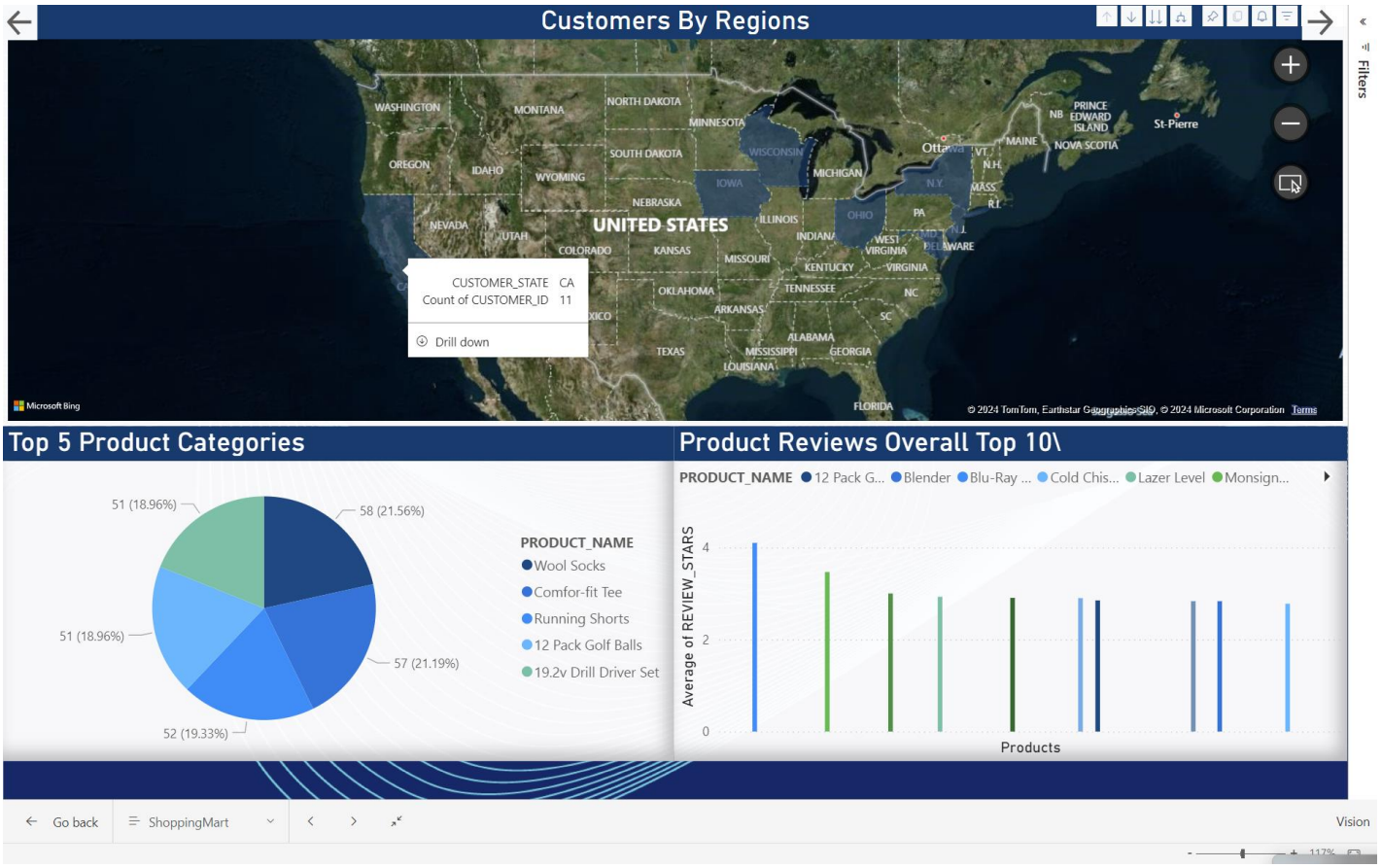
- Vision Mart emerged as the leading contributor, followed by Vision Books, Vision Flicks, and Vision Music.

- Enabled targeted strategies for customer engagement and revenue generation based on sales distribution.

2. Customer Spending Analysis:

- Visualized customer spending patterns across categories and months.

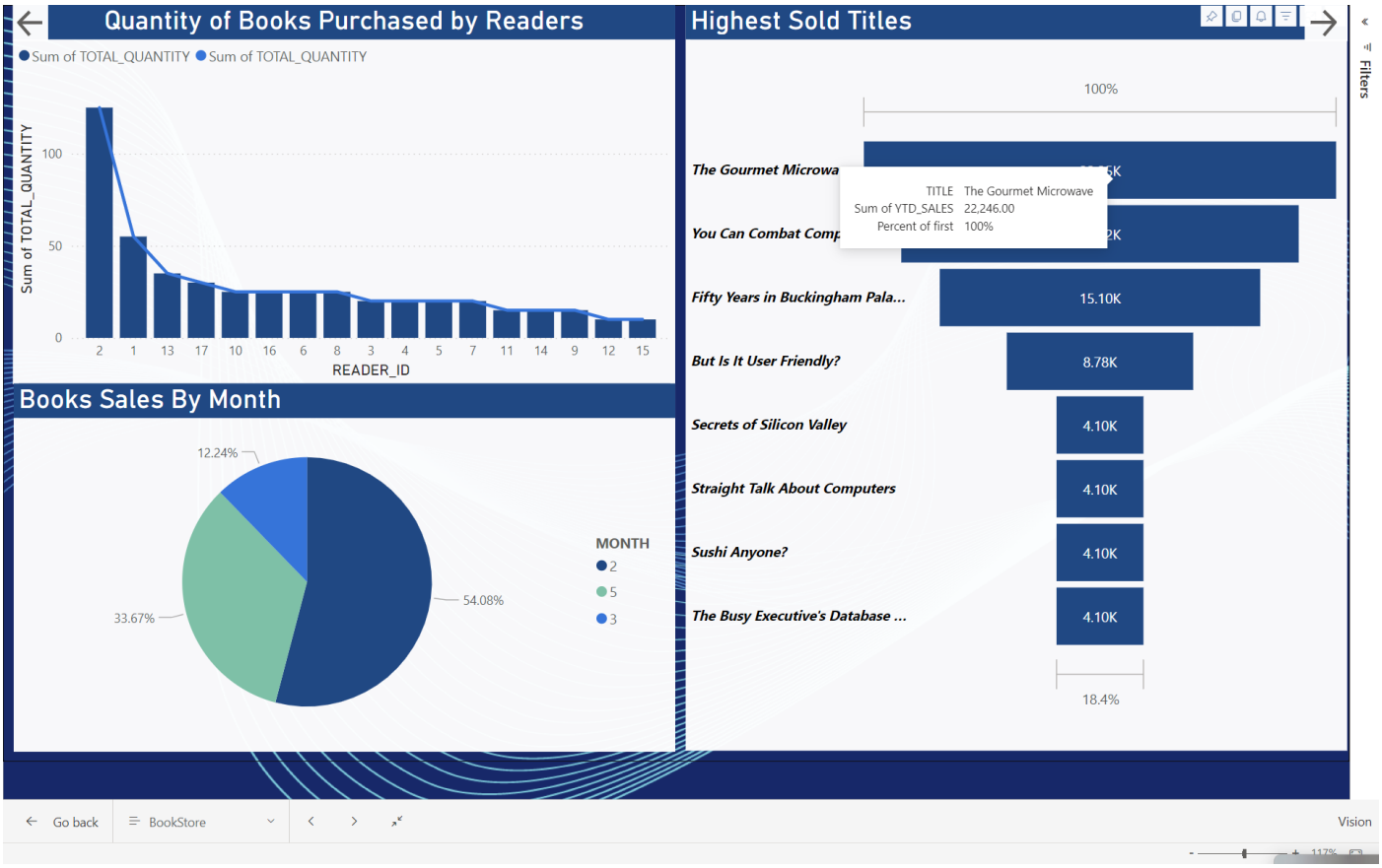
- Facilitated personalized recommendations and promotional strategies to increase customer retention and cross-category sales.



3. Geographical Analysis:

- Presented geographical distribution of customers and product sales using interactive maps.

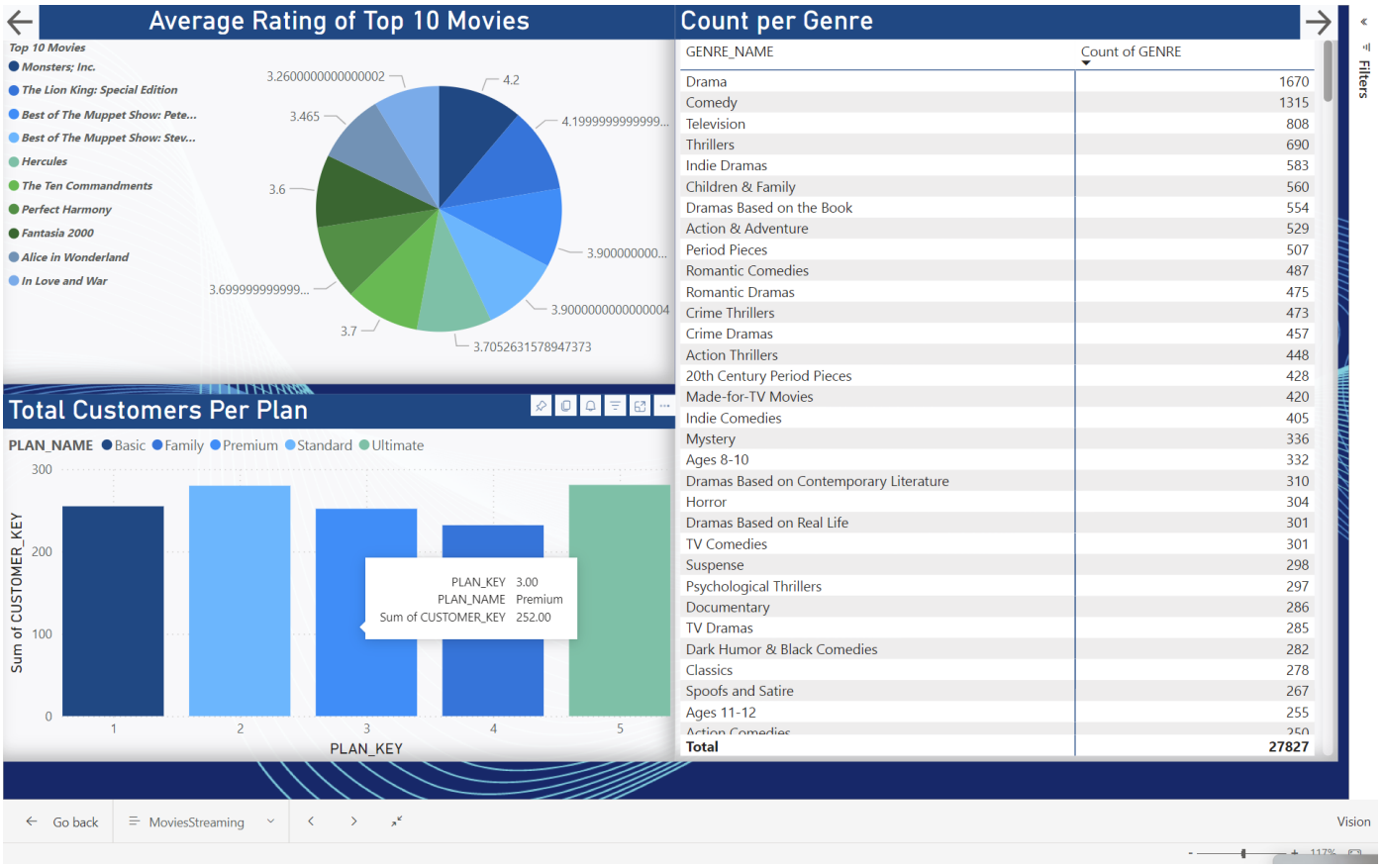
- Informed marketing and promotional efforts by identifying regions with high customer concentration and sales potential.



4. Product Performance and Reviews:

- Evaluated product performance based on sales volume and average reviews.

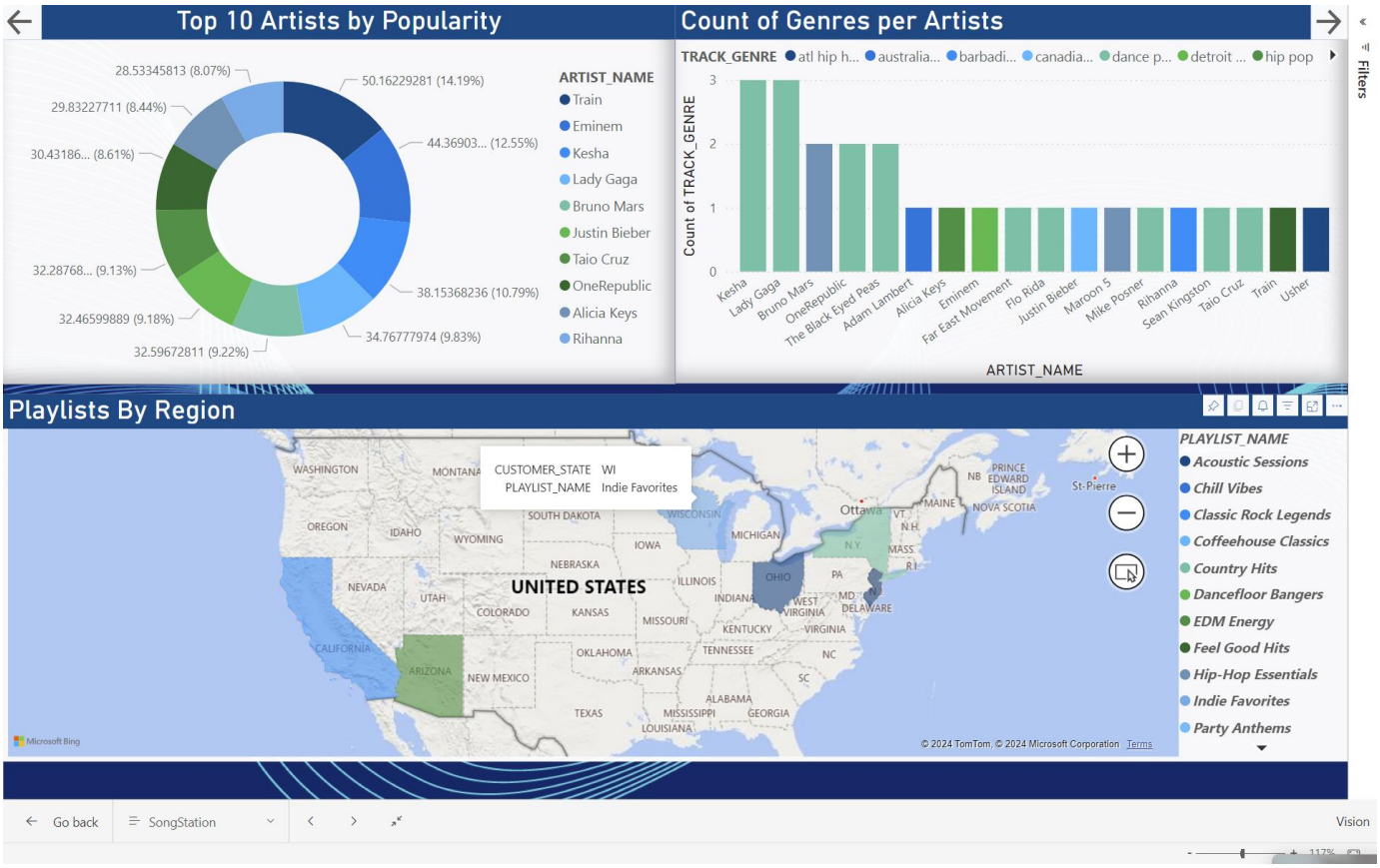
- Guided inventory management and product selection to optimize customer satisfaction and loyalty.



5. Content Recommendation and Engagement:

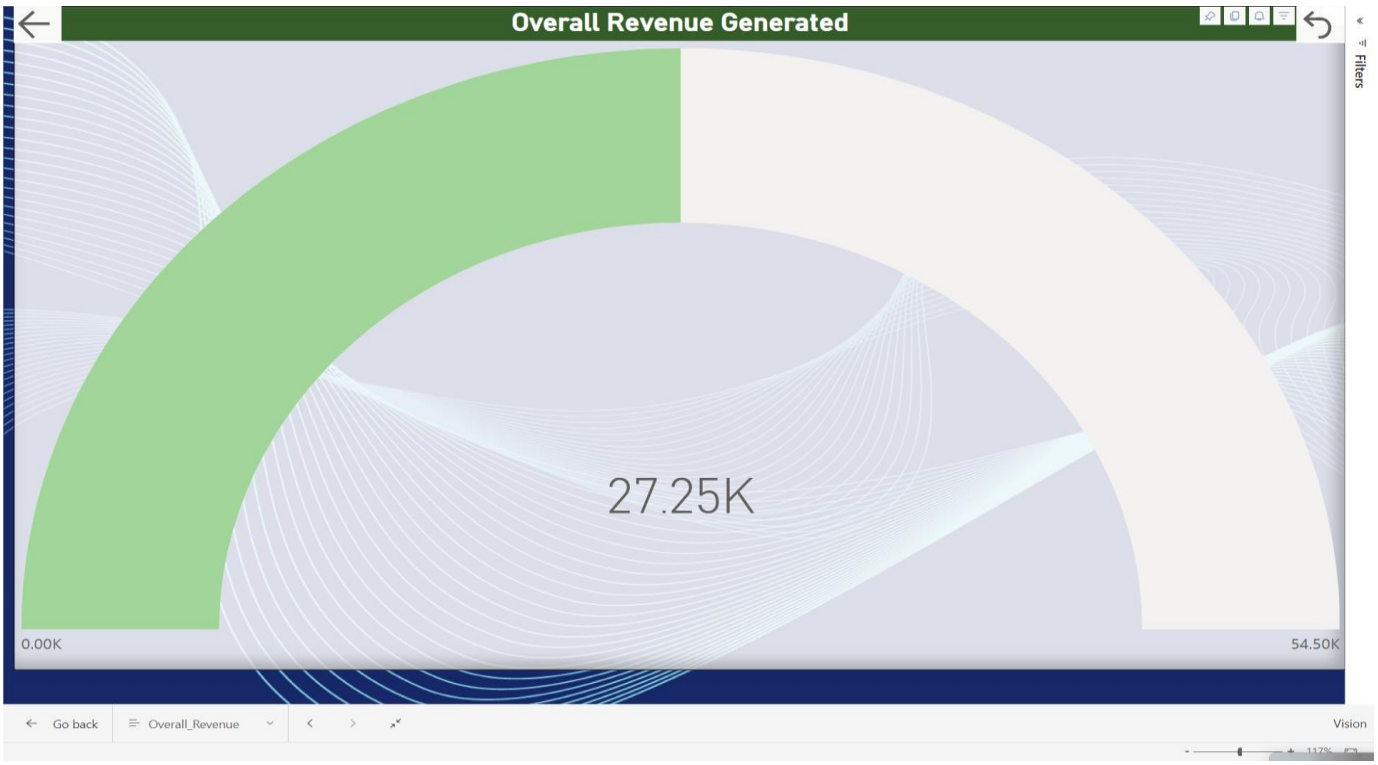
- Recommended popular artists, movies, and genres to enhance customer engagement.

- Provided insights into customer preferences and behavior to tailor content offerings and promotional campaigns.



Conclusion:

The Vision Framework represents a milestone achievement in the realm of integrated business platforms. By seamlessly merging disparate entities into a unified ecosystem, this initiative has unlocked a wealth of insights and opportunities for businesses to thrive in today's competitive landscape. Through advanced data analytics and visualization, stakeholders are empowered to make informed decisions, drive customer engagement, and maximize profitability across diverse domains.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Go back
Overall_Revenue
Vision