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| **Project Charter** | | | |
| **Project Name** | IST 722 Group Project Assignment – Fudgefilx & Fudgemart | | |
| **Project Description** | Developing a business case for Customer Satisfaction | | |
| **Project Manager** | **Nisha Rangnani** | **Date Approved** | **3/11/2020** |
| **Project Sponsor(s)** | **Humayun Khan** | **Signature** |  |
| **Business Case** | | **Expected Goals/Deliverables** | |
|  | | **Requirements** | |
| To streamline the business process for customer satisfaction for the merger of fudgemart and fudgeflix. | | 1. **customer (ff\_accounts, fm\_customers)** 2. **Product (ff\_titles, ff\_title\_genres, ff\_genres, ff\_directors, ff\_zipcodes, ff\_people, fm\_products, fm\_department\_lookup , fm\_vendor)** 3. **Date (fm\_customer\_product\_reviews)** | |
|  | | 1. **TweetDictionary(externalsources2)** 2. **CustomerSatisfaction(ff\_account\_titles, fm\_customer\_product\_reviews)** | |
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| **Team Members** | |  | |
| **Name** | **Role** | **Deliverables**: Business process to analyze customer reviews and ratings for customer satisfaction. | |
| **Akshay Sigar** | **Datawarehouse Engineer** |  | |
| **Nikita Dongare** | **BI Analyst** |  | |
| **Rahul Wable** | **BI Analyst** |  | |
| **Nisha Rangnani** | **Project Manager** |  | |
| **Aditya Kini** | **Database Architect** |  | |
| **Siddhant Bandiwadekar** | **Datawarehouse Engineer** |  | |
| **Risks and Constraints** | | **Milestones** | |
| There can be data loss if the following issue is not addressed. | Some customers might be present in both, Fudgemart and Fudgeflix, so it will be important to figure out a way to address such customers in staging. | High Level Dimensional Modeling, Detailed Level Dimensional Modeling,  ROLAP Star Schema, | ETL using SSIS,  MOLAP Cube using SSAS, Business Intelligence in PowerBI and Excel Pivot Reports |

# **Business Requirements**

1. **To maximize profit**: Ensuring customer satisfaction thus increasing profit.
2. **Improve Customer Satisfaction**: Utilizing customer feedback for figuring out issues in products.
3. **Improve Product Quality**: Ensuring that products quality is leveraged by analyzing customer reviews.

# **Functional Requirements**

1. Analyzing product reviews and ratings
2. Determining positive and negative reviews using tweets.
3. Analyzing average ratings by product department, location and vendor.

# **Business processes (related to above questions)**

1. Product Line Profitability

2. Order Fulfillment

**3. Customer Satisfaction (Reviews and Ratings)**

4. Product Inventory

5. Sales analysis and reporting

# \*we selected business process (?) for integration across both fudgemart and fudgeflix.

# **Business Process Selected for integration implementation**

**FactCustomerSatisfaction:**

**Facts:**

1. TwitterReview
2. Ratings

**Dimensions:**

1. Customer
2. Product
3. Date
4. Tweet Dictionary