Fudgemart Fudgeflix

Project Team Group 5

Business Lead: Samantha Sayers

Project Manager: Toni Hanrahan

Technical Analyst: Ryan Timbrook

Technical Analyst: Dan Laskowski

Bus. Analyst: Richard Dzidzornu

View from Fudgemart, Inc Corporate Office

DATA WAREHOUSE AND BI SOLUTIONS CHARTER
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Fudgemart, Inc. holds two subsidiary companies: Fudgemart and Fudgeflix. At Fudgemart Inc., functionalities provided by a data warehouse will help the business to make effective, timely, and comprehensive decisions based on shared data to improve customer services and the bottom line.

Efficient:

- Reduce time to information
- Reduce time to run analytical queries

Effective:

- Decision makers trust queries and reports
- Analytics use higher quality data

Comprehensive:

- Analytics with integrated data
- Analytics with historical data

This project was initiated due to a lack of centralized data that was leading to disparate data stores, conflicting data assets, and inefficient operational and analytics processes.

For example: Critical information is not making its way into the hands of the key decision makers in the organization because the data is scattered across several business units and there is no way to extract the information in a meaningful way. As a result, several poor decisions have been made that have negatively impacted the organization. Furthermore, IT is becoming overburdened by the number of ad hoc reporting requests they receive. A solution must be developed that allows key decision makers to independently view pertinent information from across the business.

Functional requirements: Establish a data warehouse to store and deliver the organization's data assets.

Project team and process: The project team plans monitored several processes to begin the initiative. Processes were mapped out and broken up into individual steps, in order to identify inefficiencies or potential areas of improvement. Team roles were assigned, weekly meetings held, slack channel and google drive established to assist in collaboration.

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> What's the most important asset in any organization? Actually, it's data. Without data, do you know your customers - could you understand their needs? Can you figure out what products to put on sale and when, which ones you should discontinue? Or do you know your expenses or even your profitability?
>
> The answer, of course, is no.
>
> –Professor Fudge, Founder Fudgemart, Inc.
>
> ❞

Syracuse University

DataScience@Syracuse

Project Document
(Milestone 01)

IST 722 : DATA WAREHOUSE

Project Team – Group 5:
Executive Sponsor: Dr. Block
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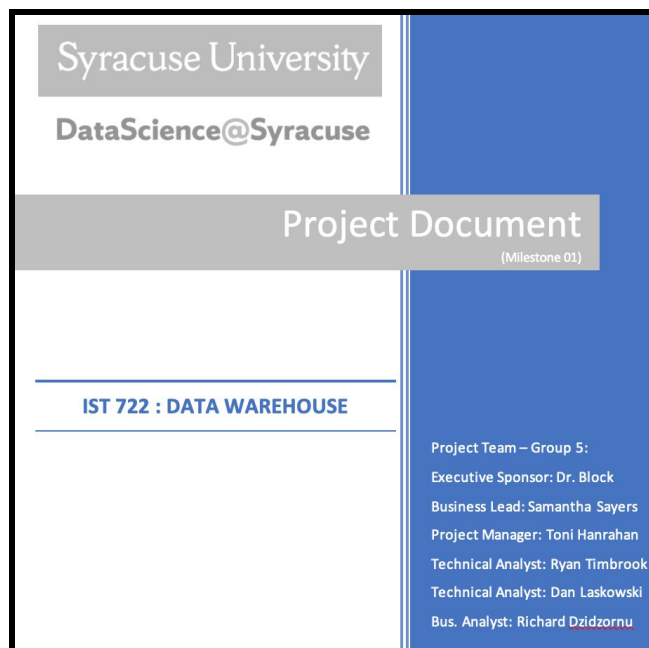
BUSINESS PROCESSES.
– – – – X

Business users (Fudgemart) need to be able to analyze which departments sell the most product

Business users (Fudgeflix) need to be able to analyze plan usage popularity and profitability (i.e., do customers prefer instant titles over dvd/bluray or vice versa)

ProjectDocument_Group5_IST722_01292020

Business Process, High level and Detailed modeling worksheets:

Business Process Document: BusinessProcessesWorksheet_Group5_IST722_01292020.xlsx

High Level Modeling: Group5_High-Level-Dimensional-Modeling-Workbook_Milestone2_FINAL.xlsx

Detail Modeling Worksheet: Group05_DetailedDimensionalModeling_FINAL.xlsx

ENTERPRISE BUS ARCHITECTURE.

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Approach:

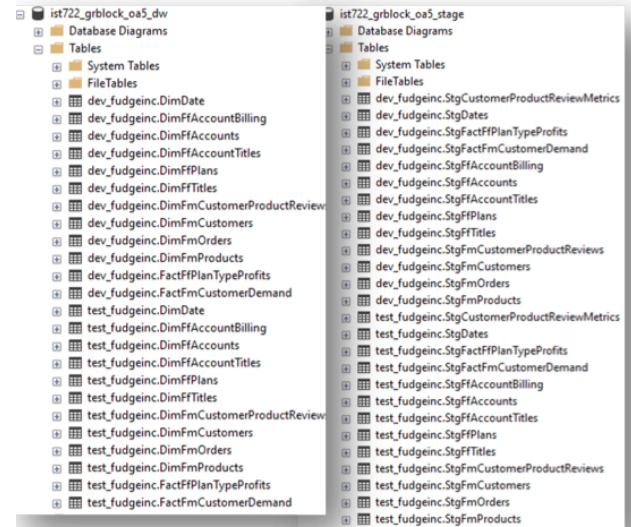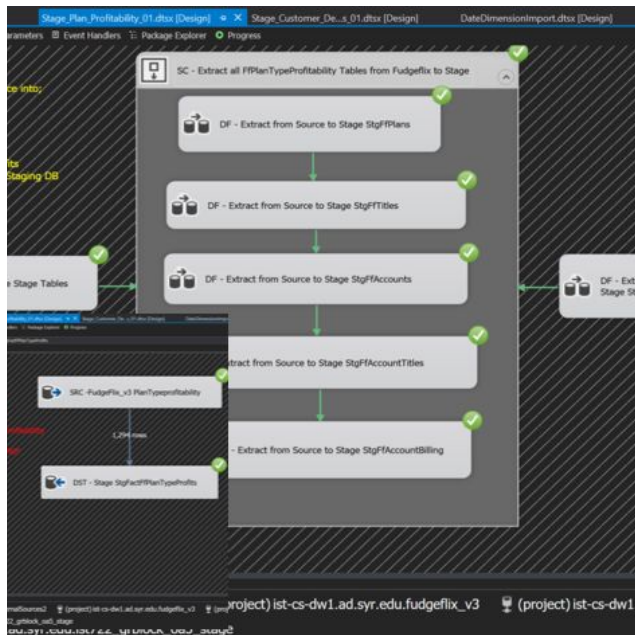Implemented dimensional model design in a relational database

Design:

Physical design included tables, keys, constraints, schemas, synonyms, and views

Final deliverable: ROLAP star schema

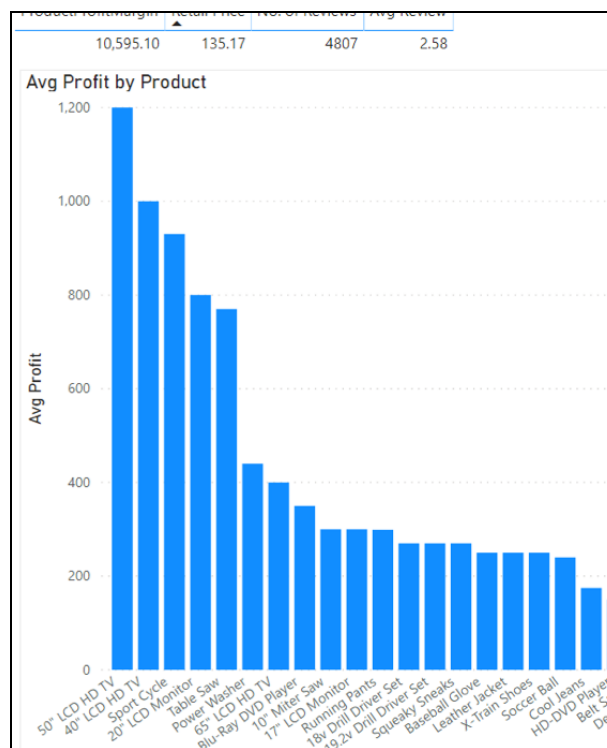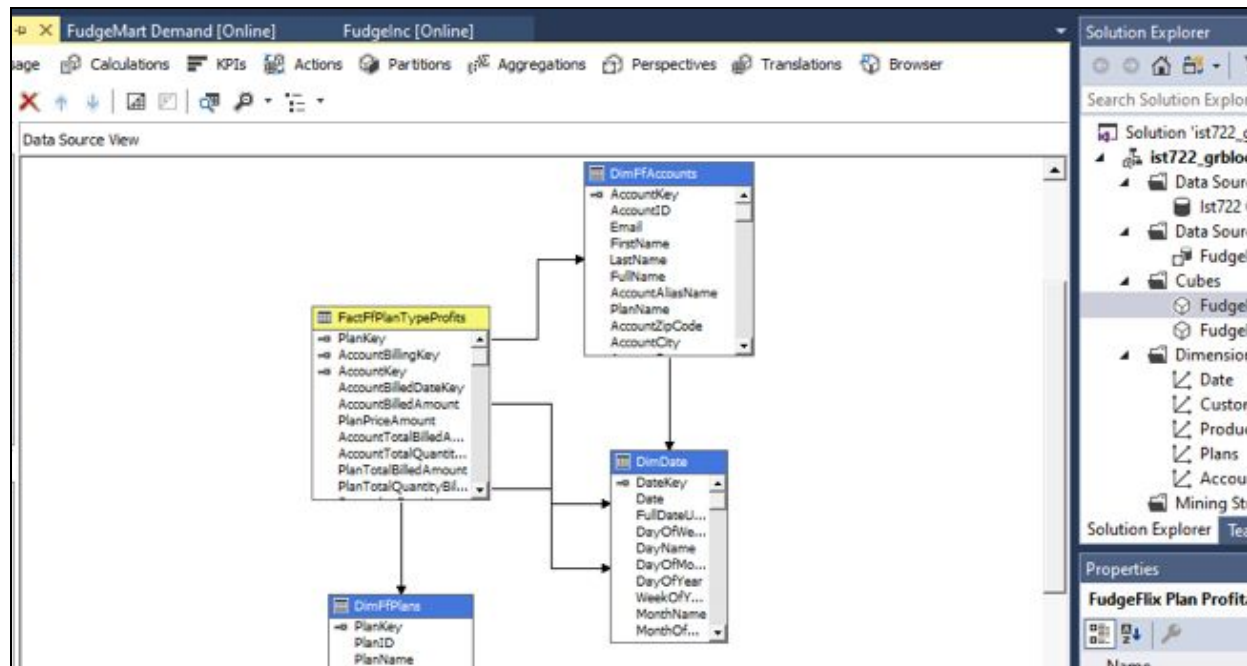*ist722_grblock_oa5_dw & ist722_grblock_oa5_stage*

ETL IN SSIS.

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Source to target map: Data was moved first from source to stage, then from stage to the target tables.

ETL – SSIS Documentation.docx

BUSINESS INTELLIGENCE. SSAS cubes, BI dashboard, BI documentation

Product ProfitMargin	Retail Price	No. of Reviews	Avg Review
10,595.10	135.17	4807	2.58

Functional Requirements:

1. Business users (Fudgeflix) need to be able to a do customers prefer instant titles over dvd/bl
   a. Is popularity / profitability varied acro education, income level, etc.)
2. Business users (Fudgeflix) need to be able to a DVD) are available for customers
3. Business user (Fudgeflix) need to be able to a characteristics (i.e., genre, directors, cast mer profitable)
4. Business users (Fudgemart) need to be able to titles) work the most overtime (which could b to be reallocated to other departments)
5. Business users (Fudgemart) need to be able to
6. Business users (Fudgemart) need to be able to identify opportunities to mitigate the risks ass
7. Business users (Fudgemart) need to be able to and identify products that may need to be dis
8. Business users (FudgeMart, Inc.) need to be a between the two subsidiaries (i.e., Fudgeflix a

SSAS Screenshots_Final Deliverable.docx; FinalPresentation_Group5_IST722.pdf;
ProjectDocument_Group5_IST722_01292020.pdf