



# Project Plan

## Galleria Holdings UK

# Objective:

A Fast-food chain Galleria Holdings, would need to develop a data warehouse for business intelligence purposes which means they need a reporting system of 'items sold' or 'recipes sold' to get an accurate drilldown of most popular items vs least popular. Not currently aware of how they menu are being received in the market and believe that are too large and inconsistent.

This will allow them to streamline their menu across the brand to suit the needs and requirements of the customers.



# Assumptions

Criticism of fast food is well known and claims of negative health effects, high calories, trans fats and high in fat, sugar, and salt.

According to the [UK Government](#), obesity is one of the biggest health crises the country faces as almost two-thirds (63%) of adults in England are overweight or living with obesity and 1 in 3 children leave primary school overweight or obese. Obesity-related illnesses cost the NHS £6 billion a year.

A good control of products and services can help to create a menu that offers the customer healthy food and good income for the company. It is necessary to have a balance on the control of costs and revenues, the excess or lack of stock can end up harming the growth of any company. And this is only possible with the analysis of information and good monitoring.

Considering the difficulties imposed after covid-19, some sectors had to adapt, take innovative actions, and optimize solutions to face this new challenge that impacted the entire world and succeed.

With that in mind, I prepared an implementation project in which some additional relevant business questions for reporting purposes were raised:

- Average customers spend – this will help a company identify which individual stores are not upselling. This can be used so the stores with a lower average spend can improve their sales.
- Delivery Sales % vs Net Sales – This will allow a store to see if they are serving a lot of customer or more deliveries.  
The higher % of deliveries could indicate poor customer service as there is less customers going into a store.
- Location and date of orders, along with the description of products, categories and subcategory and segments of clients (or payment).
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<b>Project Manager</b>	Talysso Oliveira	Data Analyst/Engineering
<b>Stakeholders &amp; roles</b>	Galleria Holdings UK	Head of Data
<b>QA - Learning</b>	09 Weeks	Deadline – 25 August

<b>ID - Action</b>	<b>Deadline</b>	<b>Progress</b>
<b>1</b> - Create project plan	29 July	Complete
<b>2</b> - Gain stakeholder approval	05 August	Started
<b>3</b> - Gather data	12 August	Awaiting
<b>4</b> - Prepare data	19 August	Not started
<b>5</b> - Run analysis	26 July	Not started
<b>6</b> - Summary tools (PivotTables, Charts and Data tables)	02 September	Not started
<b>7</b> - Prepare to finish requirements	09 September	Not started
<b>8</b> - Final Analysis	19 September	Not started
<b>9</b> - Delivery project	26 September	Not started

# **Talysson Oliveira**

## **Data Analyst / Engineering**

