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| --- | --- | --- | --- | --- | --- | --- |
| **Project Charter** | | | | | | |
| **Project Name** | | IST 722 Group Project Assignment – Fudgeflix & Fudgemart | | | | |
| **Project Description** | | To create a Datawarehouse from FudgeMart and FudgeFlix | | | | |
| **Project Manager** | | Akshay Bhala | | **Date Approved** | |  |
| **Project Sponsor(s)** | | Humayun Khan | | **Signature** | |  |
| **Business Case** | | | | **Expected Goals/Deliverables** | | |
| The goal of the project is to analyze & identify patterns in fudgeflix subscription to increase revenue of Fudge Corporation and provide recommendations to boost business. | | | | **Requirements:**  Analysis for the company using interactive dashboards  **Deliverables:**   1. Project Charter 2. High Level Dimensional Modeling 3. Detailed Dimensional Modeling 4. ROLAP Schema 5. ETL for the data 6. Providing Access to MOLAP 7. BI Reports 8. Presentation Slides 9. Final Presentation 10. Peer Review Sheet | | |
| **Team Members** | | | |  | | |
| **Name** | | | **Role** |  | | |
| **Akshay Bhala** | | | **Project Manager** |  | | |
| **Surjit Singh** | | | **Data Modeler** |  | | |
| **Yeswanth Reddy Velapalem** | | | **Data Engineer** |  | | |
| **Juilee Salunkhe** | | | **BI Analyst** |  | | |
| **Sai Praharsha Devalla** | | | **ETL Developer** |  | | |
| **Tejas Patil** | | | **BI Analyst** |  | | |
| **Risks and Constraints** | | | | **Milestones** | | |
| **1** | **Remote Communication with team** | | | **1 - 10/29/20** | **Project Charter** | |
| **2** | **Connection Problems with remote lab** | | | **2 - 10/31/20** | **Data Profiling** | |
| **3** | **Lack of experience with tools** | | | **3 - 11/02/20** | **High-Level Dimensional Modeling** | |
| **4** | **Minor errors induced while doing the project** | | | **4 - 11/03/20** | **Detailed Dimensional Modeling** | |
|  |  | | | **5 - 11/06/20** | **Build ROLAP** | |
|  |  | | | **6 - 11/13/20** | **Perform ETL using SSIS** | |
|  |  | | | **7 - 11/15/20** | **Create cubes using SSAS for analysis** | |
|  |  | | | **8 - 11/17/20** | **Design Power BI dashboards** | |
|  |  | | | **9 - 11/20/20** | **Presentation** | |
|  |  | | |  |  | |

# **Business Requirements**

1. Analyzing customers subscriptions
2. Strategizing the sale of different plans
3. Improvement in Customer Retention
4. Analyzing DVD Rental Service V/s Online Streaming Service

# **Functional Requirements**

1. Who are the top 10 customers for the company?
2. Which are the plans that have generated most and least revenue for the company?
3. Which category of plans are in high demand?
4. Which States showing highest profits?
5. Is there correlation between revenue generated by different products?

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

**1. Revenue**

2. Title Suggestions

3. Order Fulfillment

4. Employment Payroll

5. Account Billing

\*We selected Business process 1 - Revenue

# **Business Process Selected for integration implementation**

**Facts:**

Fact Revenue

**Dimensions:**

Customer

Date

Product

# **Comments**

N/A