Objective #3 – Develop customer and booking level derived fields within data warehouse

Business Problem:

Some customer and booking level data cannot be pulled directly from res systems and must be derived. Derived fields do not currently exist in the data warehouse feeds. There is also no way to distinguish between confirmed bookings and cancellations, holds or options in the data.

Objectives**:**

1. Have customer and booking level derived fields within the data supplied from the res systems to the data warehouse.
2. Be able to identify cancellations, holds and options within the data
3. ~~Change the frequency of the load from daily to, at a minimum, hourly so that downstream systems can receive more timely updates~~. Removed from BRD v2 JM

Benefits:

* Having customer and booking level derived fields within the data will enable automated customer and booking pattern reporting to be delivered in dynamic dashboard format
* Each market will have a better idea of its customer trends and be able to proactively rather than reactively manage their marketing strategy.

The following list of requirements must be met in order to successfully implement the CRM Phase III project. Requirements will be prioritized according to the following scale:

**Priority assignment –**

**Must Have (M)** – a critical requirement without which the product is not acceptable to the stakeholders

**Should Have (S)** – a necessary but deferrable requirement without which makes the product less usable but still functional

**Nice to Have (N)** – a nice feature to have if there are resources but the product functions well without it

REQUIREMENTS

1. ~~Feed to data warehouse need to be as close to real-time as possible, at a minimum, hourly, rather than the daily update that takes place currently~~. Removed from BRD v2 JM
2. Feed will be a complete load, not just deltas **(M)**
3. Solution team shall provide updated documentation of the feed so that business has reference materials to work with for future needs. Feed documentation may include items such as: **(M)**
   * Field mappings (Triton/Boxi/Hubspot/Feed parameters)
   * Diagrams
   * Timings
   * Specifications
4. Need the ability to distinctly identify within the data: **(M)**

* Confirmed bookings
* Cancellations
* Holds
* Options

Fields to provide to DW:

Document: **Objective 3 Derived Fields specification v2 20170810.xlsx (M)**

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