

Project Description:

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The purpose of the project was to create a solution through visual reports and charts based on data from Samsung in order to help the managerial levels in the company and in the sales department in particular to make managerial and strategic decisions that will lead to improved performance and increased profitability of the organization. Understanding the behavior of customers in different places and on different platforms is no less important than understanding the performance of employees in the company and the popularity of certain products.

At the beginning of the project, I received data from an operational ERP database (OLTP) and after analyzing the data I understood what data I needed to extract, and which would fit the project's goals. I created a technical characterization document and an ERD for the Data Mart that I was going to create later in the project, I planned the processes that I would carry out in the ETL stages to reach the desired goal and I created business rules for myself to maintain uniformity and "one organizational truth" within the Data Mart.

I decided to use the SCD history management methodology and created a history management table for products, incremental loading for the fact table and created MERGE queries for UPSERT where I saw fit.

After the DM was complete and the loadings were complete, I did tests to make sure the product contained everything I expected it to contain. The PQA, DQA and E2E tests yielded positive results, so I was able to set up running the process daily in the SQL SERVER software with the help of JOBS.

At the stage of creating the reports, I researched the data again and tried to think about what the organization's managers and decision makers would like to see daily in order to make decisions. This is how I determined what measures and KPIs I would like to present to the relevant management levels. The reports were created in the PBI software and are presented in the software for the entire organization.