

IST722 Project Charter – Group 3

Project Charter			
Project Name	IST 722 Group Project Assignment – Fudgeflix & Fudgemart		
Project Description	This project aims to take a deep analysis of Product Reviews for the merged Fudgeflix and Fudgemart companies.		
Project Manager	Valerie Jones	Date Approved	1/11/2022
Project Sponsor(s)	Professor Khan	Signature	
Business Case		Expected Goals/Deliverables	
<p>Improve the Fudge company brand image and product appeal through analysis of customer reviews from Fudgeflix and Fudgemart.</p>		<p>Goals:</p> <p>Analyze business processes of Fudgeflix and Fudgemart to capitalize on synergies of the combined company.</p> <p>Deliverables:</p> <ol style="list-style-type: none"> 1. High-level dimensional model 2. Detail-level dimensional model 3. ROLAP schema 4. ETL documentation 5. Data warehouse 6. Board of Directors presentation 	
Team Members			
Name	Role		
Yodit Ayalew	Data Engineer		
Valerie Jones	Project Manager / Analyst		
Andrew Morcos	Data Analyst		
Andrew Rush	Data Engineer		
Risks and Constraints		Milestones	
Schedule		High-level model	1/11/2022
Work priorities		Detail-level model	1/11/2022
Remote Environment		ROLAP	1/12/2022
		ETL	1/13/2022
		DW	1/13/2022
		Presentation	1/14/2020

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Business Requirements

1. What are the sales for the FudgeMart/FudgeFlix company?
2. Can order fulfillment be improved within the merged company?
3. How can the merged company better track inventory of products?
4. What improvements can be made to the company image or available product lines based on analysis of product reviews?
5. Can enhancements be added to the account procurement to facilitate more sales?

Functional Requirements

1. Total Sales for the enterprise and for each company.
2. Fulfillment Timeframe for the enterprise and for each company.
3. Inventory tracking for the enterprise and for each company.
4. Product reviews for the enterprise and for each company.
5. Account procurements for the enterprise and for each company.

Business processes (related to above questions)

These Business processes are for the merged company.

1. Company Sales
2. Order Fulfillment
3. Order Inventory
4. Product Review
5. Account Procurement

Business Process (selected from above) for integration implementation

Group 3 has chosen to do analyze Product Reviews for FudgeMart and FudgeFlix. This analysis will investigate combining the separate company databases into one usable data warehouse. Below is intended to provide a high-level direction for the combination project.

Dimensions:

1. DimItem – This will be our combined company “products”.
2. DimDate – A date dimension for interpreting review dates.
3. DimUsers – This dimension is our combined customers.
4. DimZip – A zip dimension will be used to help determine city and state.

Fact Table: FactProductReview

1. at_rating
2. review_stars

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Comments

Our goal is to design a data warehouse that is usable with both FudgeMart and FudgFlix data. For our data story we plan on showcasing our product reviews in a manner that will change product direction and company image.