

Questions for the Decision Makers

Version 1.0

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Have the Decision Makers Answer the Following Questions:

What facts, figures, statistics, and so forth do you need for effective decision making?
(Measures: Identify the business user's foundation and feedback information needs)

How should this information be sliced and diced for analysis?
(Dimensions)

What additional information can aid in finding exactly what is needed?
(Attributes)

Specific Business Question Example

1. Specific business questions to be used for prioritization of data wrangling efforts:

- a. Product & Category Management –
 - i. **How can we use data to develop recommended stocking and pricing profiles for our customer by geographical area?**
 1. Item sales by geographical area (or zone)
 - a. Shipments to customers by area (out of JDE)
 - b. Customer stocking and POS data (out of customer portals)
 2. VIO population by area in relation to sales by geographical area
 3. Share of sales by VIO and by area
 - a. SKU's shown by customer category
- b. Demand Planning –
 - i. **How can we use demand history along with customer portal data to better predict future demand patterns by customer?**
 1. JDE Shipping data (similar to above in Cat Mgt)
 2. Customer stocking and POS data (similar to above in Cat Mgt)
- c. Pricing –
 - i. **How can we use data to predict the impact of pricing changes?**

The priority data loading and analytics effort will be focused on addressing the Category Management question (while pulling common data for Pricing and Demand Planning where applicable).

Priority Question: How can we use data to develop recommended stocking and pricing profiles for our customer by geographical area?

Customer Analytics

- Customer profiling
- Targeted marketing
- Personalization
- Collaborative Filtering
- Customer satisfaction
- Customer lifetime value
- Customer loyalty

Human Capital Productivity Analytics

- Call center utilization and optimization
- Production effectiveness

Sales Channel Analytics

- Marketing
- Sales performance and pipeline

Business Productivity Analytics

- Defect analysis
- Capacity planning and optimization
- Financial reporting
- Risk management
- Just-in-time
- Asset management and resource planning

Supply Chain Analytics

- Supplier and vendor management
- Shipping
- Inventory control
- Distribution analysis

Behavior Analysis

- Purchasing trends
- Web activity
- Fraud and abuse detection
- Customer attrition
- Social network analysis

Monetary Amounts

- The cost of raw materials
- The value of a sale
- Operational Expenses
- Labor Expenses

Counts

- Number of items produced
- Number of items ordered
- Number of items shipped
- Number of items returned
- Number of customer service calls

Time Periods

- Minutes, hours to produce products
- Days required to fill orders
- Time between product failures

With the help of the decision makers, identify the functional transactional systems in an organization before we complete a data discovery and a data dictionary. This identification can be used when designing a dimensional model (star schema) from the consolidated and transformed data warehouse (3NF).

Example:

Manufacturing Automated System (Comma-delimited Text File)

Tracks materials used to make each product. It also stores what products are manufactured on which production lines. Finally, this system tracks the number of items manufactured during each shift.

Order Processing System (SQL Server)

Manages the inventory amounts for all the products. Tracks wholesale orders placed by retailers (non-company owned). The system also records product amounts sold through the retail stores (company owned) and the online store to maintain inventory amounts. It tracks order fulfillment, including product shipping. It also generates invoices and handles the payment of those invoices. It also records any products returned by the retailer.

Point of Sale (POS) System (XML Files)

Manages the cash registers at each of the retail stores (company owned). Tracks the inventory at the retail stores using Universal Product Code (UPC) barcode stickers placed on each item. It handles both cash and credit card transactions. It also records any products returned by the customer. XML files are transferred nightly by FTP to a central location.

Online Website (ASP.Net and SQL Server)

All sales through the online store are paid with a credit card. All online store customers must provide a name, address, phone number, and email address with each purchase. The online store tracks shipping of orders. It also handles any products returned by the customer. It stores information on product promotions and discounts that run on the online store site.

Accounting (SQL Server)

Tracks all financial transactions. This includes the purchase of raw materials for manufacturing.