Data Warehouse Architecture

Determine which approach (Lemon or Kimball) would be the best approach to design the data warehouse / data mart for the organization.

For this demo, we are going with Kimball’s (bottom-up) approach and the reason for this choice.

Serves tactical business needs
Maintains user accessibility by allowing business users, to directly query the data and get reasonable response time.

Limited scope of requirements
Data warehouse is used to monitor sales data only, hence the approach will be more scalable and agile.

Lower start-up costs
This method requires a smaller team of generalists to set up hence it has a lower start-up costs.

Dashboard Design & Business Requirements

Business users are able to monitor their Sales Amount, Sales Cost Amount, Sales Margin% (i.e. Sales Margin Amount divided by Sales Amount) across many of their business dimension such as Division, Country, Region, State, Sales Rep, Product Line, Product Group, Product Sub Group, Invoice Year, Invoice Quarter, Invoice Month, Invoice Week, Invoice Week Day and Invoice Week Year.

Slicers - to give the business domains the options to select between different measures. Charts - to visualize the chosen selection.
Google Analytics (GA) Dashboard for Website

Dashboard tracking performance of Webstore & visitors through GA

Facebook Insights and Statistics

Dashboard of Sales By Brand and Region

KPI & Trend line showing Performance by Brand
Branding & Digital Marketing Projects

Project Scope

Strategy

Situation Analysis

Recommendations

- Impea Wedding Gallery event to build up visual brand awareness, with a prominent and consistent strategy to expand and stay relevant in digital technology.

- It is recommended that Impea Wedding Gallery focus on marketing strategy to create professional-looking marketing assets by working on production (social, photos and videos) website and survey adequate contents in Facebook and Instagram.

- Impea Wedding Gallery should continue to focus on customer service and sense of reassurance to sustain customer satisfaction which can lead to more positive referrals or word of mouth, which is very valuable source of lead generation and acquisition.

Recommendations

- Impea Wedding Gallery should consolidate and coordinate marketing efforts to project a consistent brand image to customers, online and offline, and to provide information on the business (prepare ready 12M materials for marketing contents).

- Impea Wedding Gallery can consider working with some key influencers and media to create buzz about wedding services and upcoming events; inhibitors for travel experience and create awareness amongst audience.

- Impea Wedding Gallery can consider benchmarking against Connell Mobile and Anggun by Milestones in terms of execution and creation of marketing content and assets (Digital marketing and content management) where your target audiences are the references (Digital generation).

Survey Responses

Recommendations

- Decoration and food catering is quoted as an important factor to decision making process and plays an Impea Wedding Gallery strength – Impea can put more emphasis to continue to upgrade their services on these.

- When the website/blog is ready, Impea Wedding Gallery should invest in SEO and SEM to make the brand more relevant, discoverable and visible to its target audience and to always rank performance.

- Impea Wedding Gallery should start creating some footprint (digital-to-be and stay relevant and discoverable to be visible) and to build confidence in customers who are researching for wedding services.

- Impea Wedding Gallery should also start producing and posting related content (as part of content management) in Facebook and Instagram, and link it to the new website to generate more clicks and be transparent with original contents.

4. Overall improvement

10. Service and service utensils

9. Taste of food (if any food testing)

8. Responses

7. Average Rating

6. Responses

5. Value for money

4. Responses

3. Ambience

2. Responses

1. Through own Website

2. Referral from hospital for after care upon discharge
Setup of WebStore

BunFresh Facebook & WebStore
Google Analytics update in Power BI

Setup of Mobile App – iOS/Android

BunFresh WebStore - Cloud based Content Management System