



Fudge Mart & Fudge Flix Order Fulfillment



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Agenda



1. Background/ Purpose
2. Schema
3. Dashboard
4. Insight and Recommendations
5. Conclusion



Background



1. Recent Merger between Fudge Mart and Fudge Flix
2. Two customer focused companies with different products and sales models
3. FM-merchandise
4. FF- movie rental service (subscription)



Purpose



The goal of this team is to merge shipping and fulfillment information from disparate sources into one unified data warehouse for in depth analysis of order fulfillment issues and potential opportunities and ultimately increase revenue.

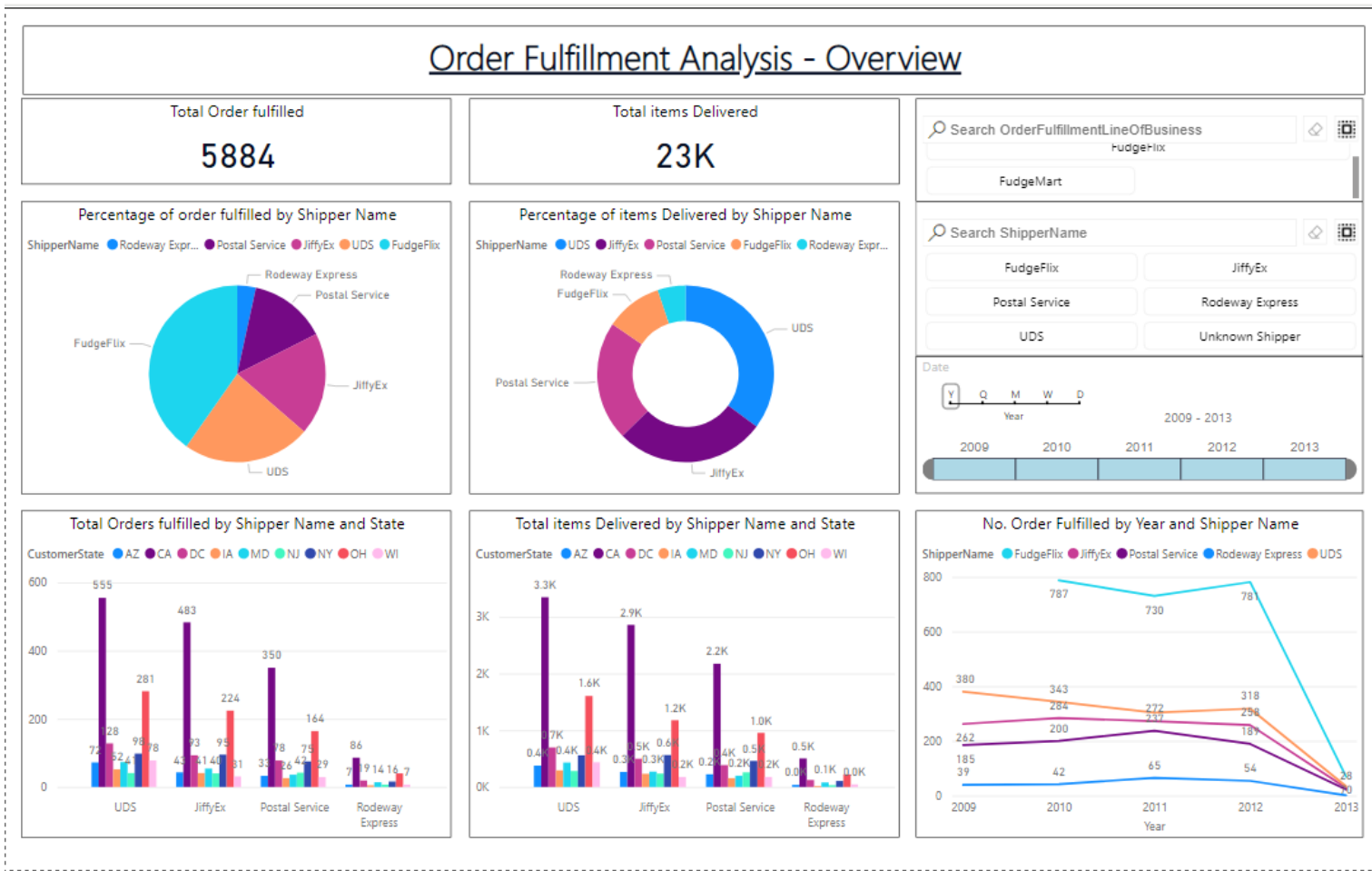


Fulfillment Fact Schema



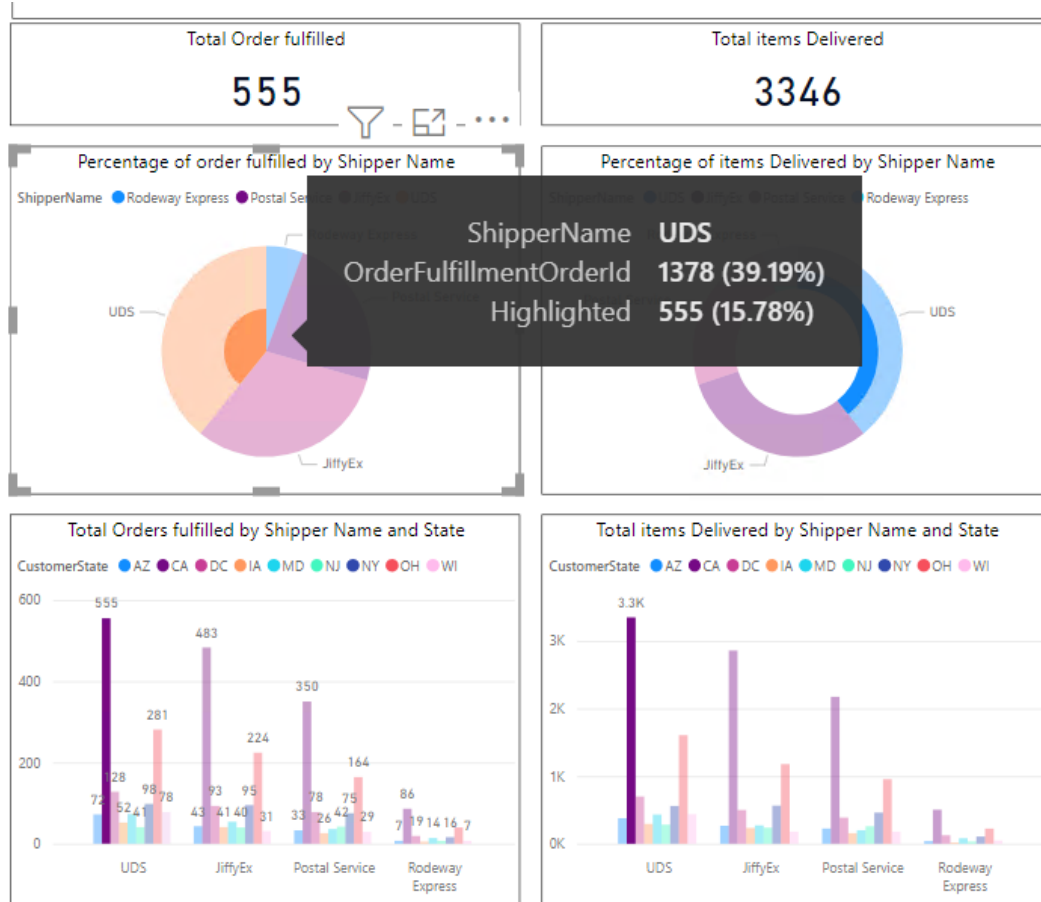


Overview of Power BI Dashboard (1)





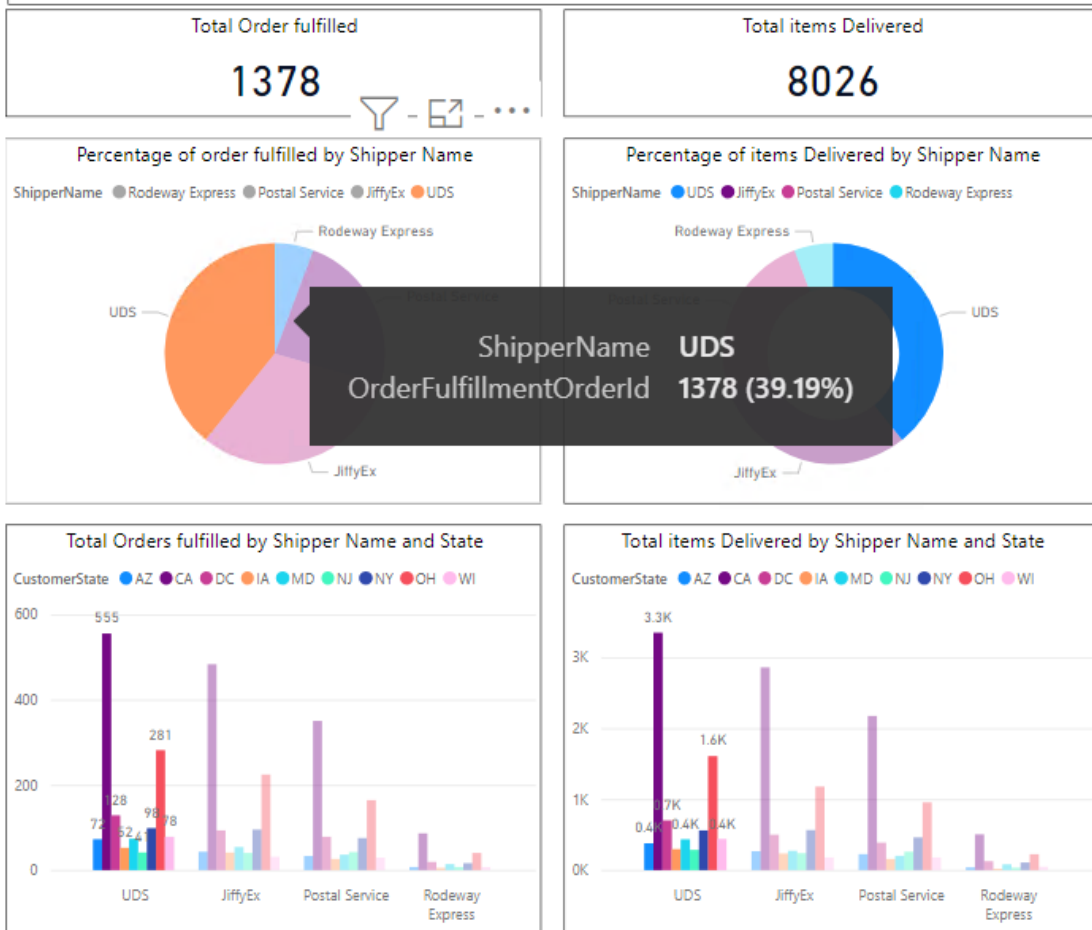
High Performance Shipper



- UDS is the highest performance shipper
- Total of 1,378 orders
- Most orders to California
 - 555 orders with 3346 products
- Represents 23.42% of total orders



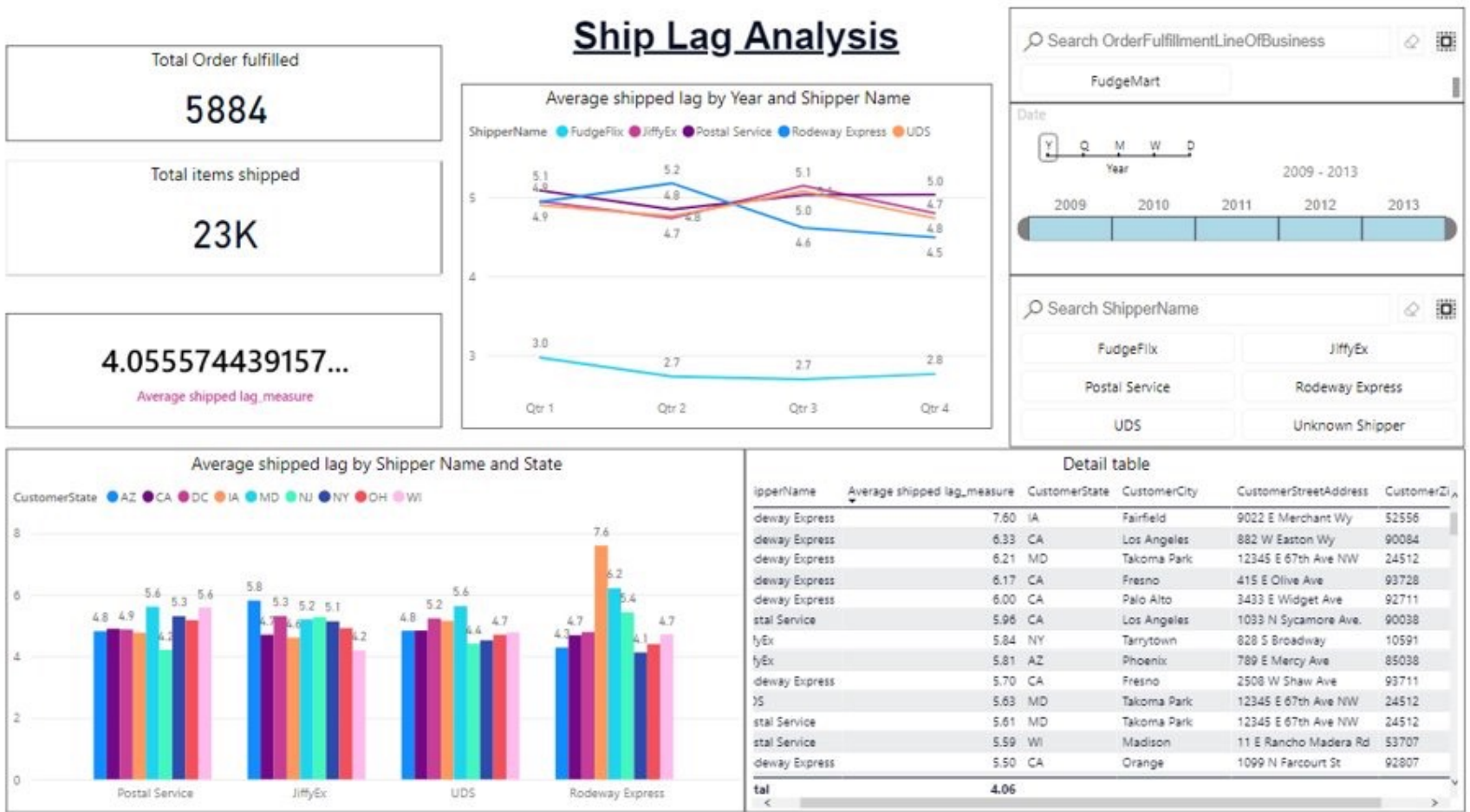
Low Volume Shippers



- Rodeo Express

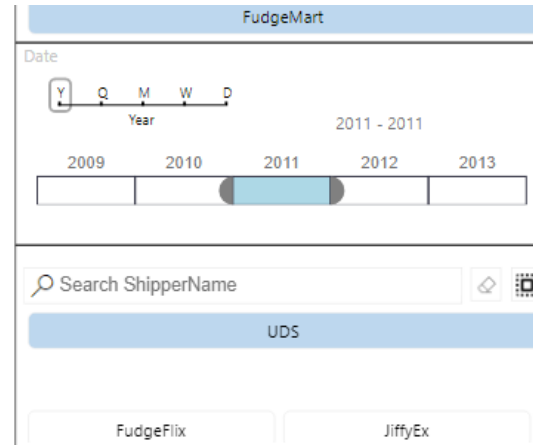
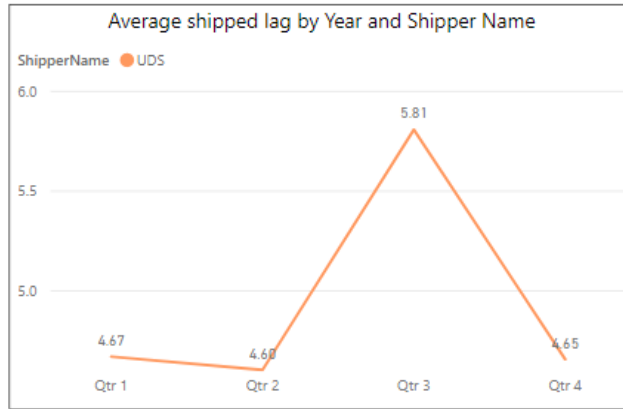


Overview of Power BI Dashboard (2)

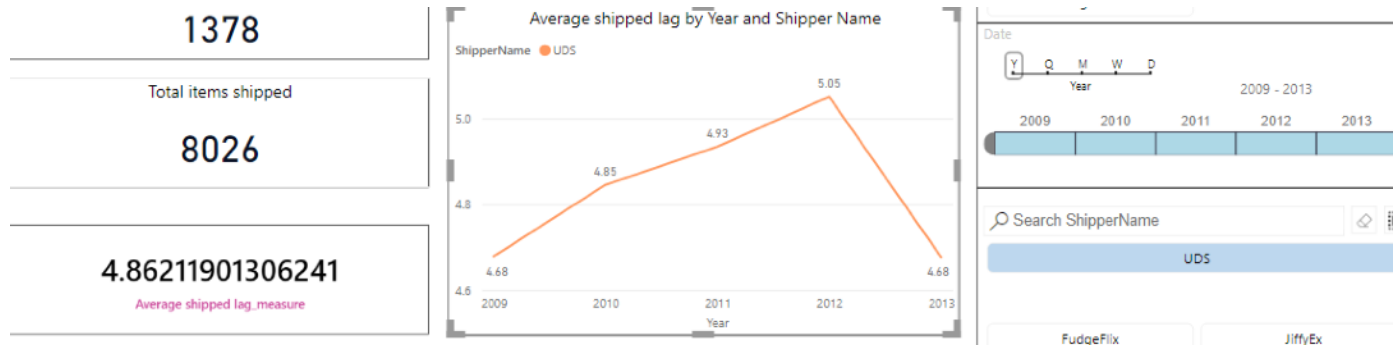




Q3 2011 Lag Increase



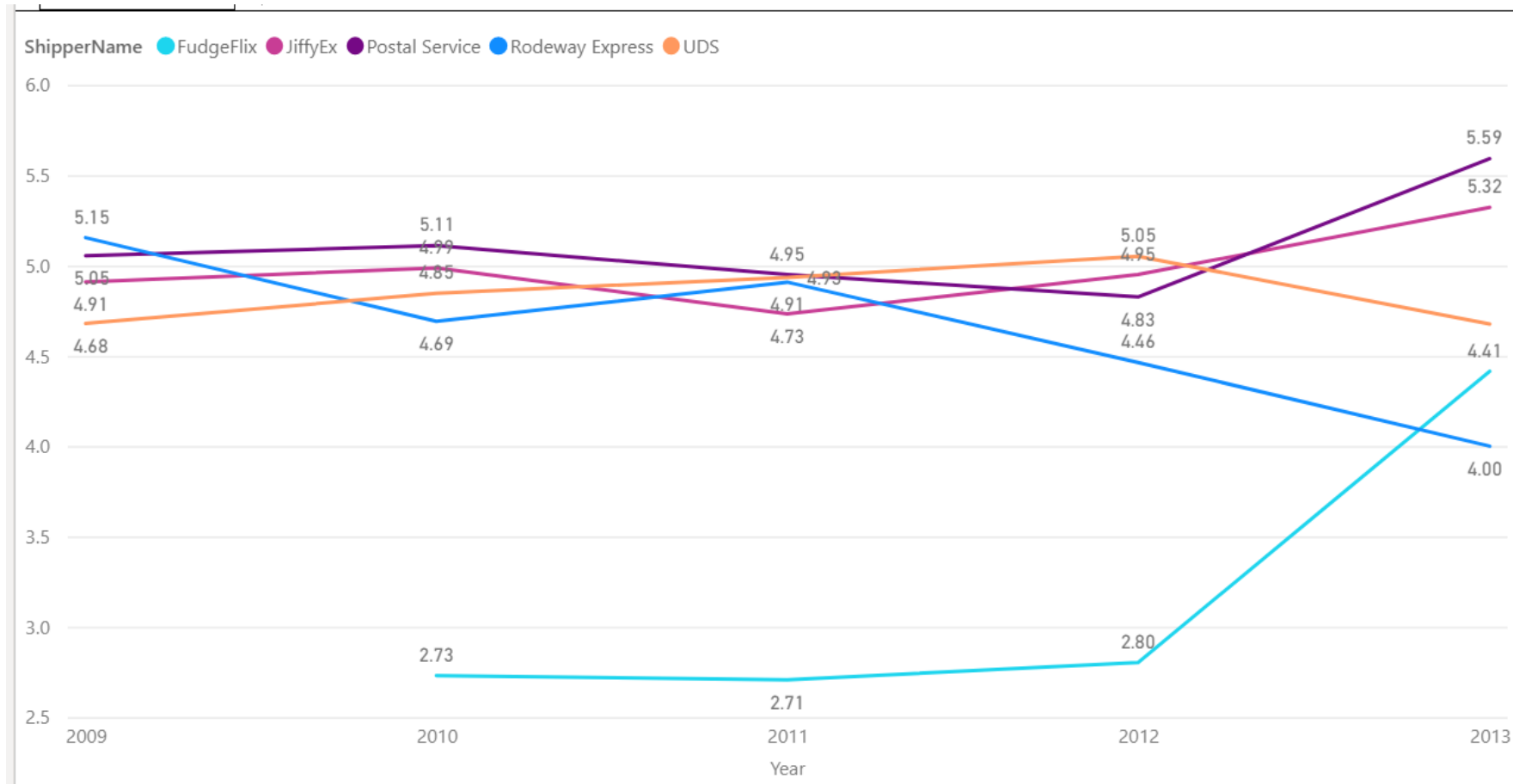
- Q3 2011 UDS Ship lag increased from 4.8 days to 5.81 days



- Approximately 20% increase



Highly Efficient Shipping





Observations/Recommendations



1. Fix product return data.
2. Merge customer accounts.
3. Roadway express accounts for less than 10% of business, but their average ship lag is decreasing.
4. Fudgeflix is a highly efficient shipper. Capture and implement their best practices to improve Fudgemart shipping.