

Generic Data Warehousing for Consumer Electronics Retail Industry

Authors : S. Habte, K. Ouazzane, P. Patel, S. Patel

Abstract : The dynamic and highly competitive nature of the consumer electronics retail industry means that businesses in this industry are experiencing different decision making challenges in relation to pricing, inventory control, consumer satisfaction and product offerings. To overcome the challenges facing retailers and create opportunities, we propose a generic data warehousing solution which can be applied to a wide range of consumer electronics retailers with a minimum configuration. The solution includes a dimensional data model, a template SQL script, a high level architectural descriptions, ETL tool developed using C#, a set of APIs, and data access tools. It has been successfully applied by ASK Outlets Ltd UK resulting in improved productivity and enhanced sales growth.

Keywords : consumer electronics, data warehousing, dimensional data model, generic, retail industry

Conference Title : ICDMSE 2017 : International Conference on Database Management Systems Engineering

Conference Location : Zurich, Switzerland

Conference Dates : July 27-28, 2017