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DAT 210: FOUNDATION OF DATA ANALYTICS

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MILESTONE 1

Running for Glory

**Situation Analysis**

Running for Glory (GfR) has developed as what is described as a “very loyal and fanatical fan base.” They have been in business for almost 40 years in Seattle, Washington which has paid in spades due to the number of customers with a passion for running. In the end, the past 20 years Running for glory has failed to keep up with the ever-revolving development in technology unlike its competitors. This is a blessing and a downfall for GfR, as they have failed to develop and increase its economic presence but, their customers greatly appreciate their “old school” customer service. GfR is finding itself asking for suppliers to provide in depth data of their inventory with an inability to analyze their own customer data. GfR partners are advocating for expansion into other markets due to the potential revenue streams. We need to develop and rehab their technology deficiency prior to this coming to fruition.

**Problem Identification**

Of the products that are available, which one enable Running for Glory to update its technology to the modern standard? Can Running for Glory create an Internal IT Department, or will it be out sourced to a Third-Party Vendor? What products should be considered in order to expand with projected growth of GfR? What other investments need to be made to GfR for its wishes for suburban expansion?

**Business Processes Affected**

Currently, the inventory is tracked by the Running for Glory supplies. This process will need to be revised and moved into a centralized database. We are going to have to place requirements in creation and implementation of the database and the procedures. We are also going to have train the key appointed employees for each phase of the development process. Depending on the decisions made in the IT Department, we will be needing investment from Running for Glory to complete the phase of data management.

**Conclusion**

Running for Glory has the opportunity to expand upon its business and brand into the suburban areas surrounding Seattle, Washington. The proper development in technology, inventory data management and consumer data management will assist in their business success.