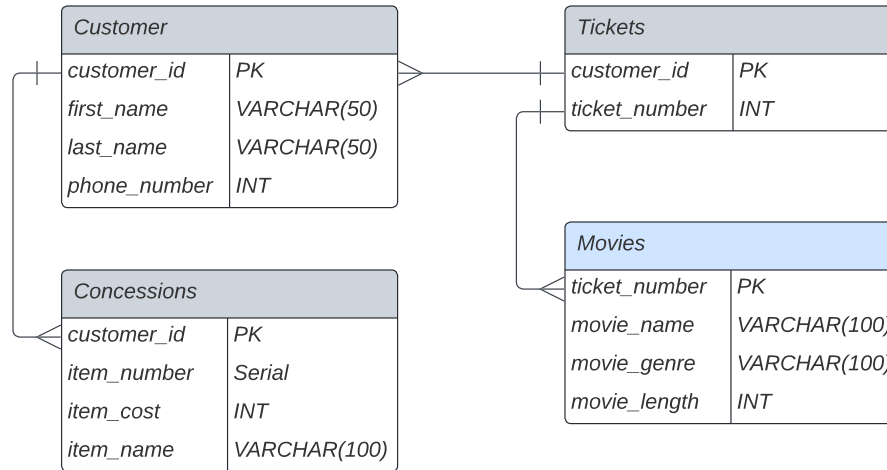


Grand Station Movie Theater

Patricia Jaquez | June 23, 2023



For customers I chose to connect the relationship by their customer ID because that is what is used to build customer points and they would get incentives if they're part of the royalty program. And even if they forget their ID number it is still linked to their phone number. Points can be racked up at the concessions stand as well as for tickets. Now, within tickets and movies it is connected by the ticket number, that way the movie theater is able to have an idea of what type of movies that certain individual likes. With that info it can definitely be used when sending movie recommendations to their email.