Marketplace Data Structure

1. Products:

Information:

- **ID**: Unique code for each product.
- **Title**: The name of the product.
- **Description**: Information explaining the product
- **Price**: Cost of the product
- **discountPercentage**: discount percentage on product
- **Images**: Collection of pictures showing the product.
- **Tags**: product relevant tags
- **isNew**: products that are new added

2. Orders:

Information:

- **Order ID**: A unique number assigned to each order.
- **Customer Info**: Includes customer's name, email, and phone number.
- **Product List**: A list showing the products in the order (product ID and quantity).
- **Total Amount**: The total price of the order.
- **Payment Method**: Method used for payment (e.g., Cash on Delivery, card, or wallet).
- **Status**: Current stage of the order (e.g., Pending, Confirmed, Shipped, Delivered)
- **Order Date**: The date the order was placed.

3. Customers:

Details:

- **Customer ID:**Unique identifier for each customer.
- **Name**:Full name of the customer.
- **Email**:Contact email address.
- **Phone**:Customer's phone number.
- **Address**:Delivery or home address.

4. Delivery Zones:

Information:

Zone Name: Name of the region for deliveries (e.g., East Zone).

Coverage Area: Cities or regions included in this zone.

Assigned Drivers: List of delivery staff linked to the zone.

Average Delivery Time:Estimated time to deliver orders in this area.

E-Commerce Project Plan

Marketplace Type: General E-Commerce

- **Purpose**:An online marketplace that links buyers and sellers, allowing for easy shopping across multiple product categories. Platforms such as Amazon and Daraz are similar examples.

Goals:

1. Problem Overview:

- It is hard for many people to buy good quality products at reasonable prices.
- Delivery issues and limited payment options make shopping harder.
- Sellers want a bigger audience and smoother order management.

2. Target Audience:

- **Main Target Audience:** City or suburban dwellers aged 18-45 who are comfortable with technology.
- **Secondary Target Audience:** Small businesses looking to expand their customer base online.

3. Products/Services:

Categories include:

- Electronics: Phones, laptops, and accessories.
- Fashion:Clothes, shoes, and accessories.
- Home and Kitchen: Appliances, furniture, and cookware.
- Books:Educational and leisure reading material.

4. Unique Features (USPs):

- **Speed**: Fast and reliable delivery service.
- **Affordability**: Discounts and reasonable pricing.
- **Personalization**: Suggestions based on user preferences.
- **Convenience**:Easy-to-use website with secure payment options.
- **Trust**: Clear return policies and customer service.