

HACKATHON-03

DAY-01

MY MARKETPLACE JOURNEY

STEP 01: Choose Your Marketplace Type

I've Selected: General E-Commerce

I have been selling clothes online for the past year, offering a wide range of stylish and affordable apparel for customers. My focus is on providing quality products and excellent customer service to ensure a smooth shopping experience.

Primary Purpose

- **Objective:** To create a versatile platform where people can buy and sell a wide variety of products, making shopping more accessible and enjoyable.
- **Key Offerings:** Electronics, fashion, household items, beauty products, and groceries.
- **Target Audience:** Customers who value convenience and variety in their shopping experience.

STEP 02: Define Your Business Goals

What problems does your marketplace aim to solve?

Our general e-commerce platform is designed to simplify shopping. We know how frustrating it is to browse through multiple sites, compare prices, and worry about the safety of your payment details. That's why we're offering everything in one place—whether it's electronics, clothes, or groceries—all under one roof.

For businesses, we're making it easier to reach more customers affordably, with secure payment options and transparent policies that build trust.

Who is your target audience?

1. **Urban Professionals:**
People with busy schedules who need a fast, convenient way to shop. Our platform's selection, competitive pricing, and user-friendly interface make it easy for them to find what they need quickly.
2. **Students and Young Adults:**
They love staying on trend without breaking the bank. We offer personalized recommendations and exclusive deals to keep them shopping smartly while still getting the latest finds.
3. **Small Business Owners:**
Entrepreneurs looking for a cost-effective way to reach more customers. We provide

tools for managing inventory, processing payments securely, and marketing their products.

4. **Global Shoppers:**

For those who enjoy exploring products from around the world, we provide a platform with global shipping options, secure payment methods, and a broad selection of international brands.

What products or services will you offer?

1. **Electronics:**

From the latest phones and laptops to essential accessories and home appliances, we've got everything to make life easier and more connected.

2. **Clothing and Fashion:**

Whether it's stylish outfits for any occasion or trendy accessories, we have something for every taste, all at affordable prices.

3. **Household Items:**

Create the perfect home with everything from kitchenware to furniture and cleaning supplies. Our home products help make life easier and more organized.

What will set your marketplace apart?

1. **Trust and Security:**

We know safety is crucial when shopping online. That's why we've implemented secure payment systems, buyer protection policies, and transparent seller ratings to ensure you can shop with confidence.

2. **Wide Product Variety:**

Whether you're looking for everyday necessities or something unique, our platform brings a broad range of products into one easy-to-navigate marketplace. It's all about saving time and hassle.

3. **Affordability:**

We believe great products should be accessible to everyone. That's why we offer competitive prices, frequent discounts, and bulk-buying options, allowing you to shop more while spending less.

STEP 03: Create a Data Schema

1. Identify the Entities in Your Marketplace

- **Products:** Items available for purchase or rent on the platform.
- **Orders:** Records of customer transactions, each with a unique ID.
- **Customer Support:** The system for handling customer queries, returns, and other issues.
- **Shipment and Tracking:** Details of the shipping process, including carrier info and tracking numbers.
- **Payments:** Tracks all payment transactions and statuses.

2. Draw Relationships Between Entities.

[Product]

(Description , Image, Stocks, Title, Pricing)

|
|

[Orders]



[Customer Support]

Order Id

Customer ID

Order Date

Order Status

Product List

Billing Address

|
|

Support Ticket ID

Customer ID

Order ID

Feedback/Rating

Refund/Return Status

Communication Channel

[Payments]



[Shipment and Tracking]

Payment ID

Order ID

Customer ID

Payment Date

Payment Method

Payment Amount

Shipment ID

Order ID

Shipping Carrier

Tracking Number

Shipment Status

Shipment Date

Courier Contact Info

3.Focus on Key Fields for Each Entity

Product

- **Product ID:** Unique ID for each product.
- **Title:** Name of the product.
- **Description:** Detailed product info.
- **Images:** Visual representations of the product.
- **Stock Quantity:** Amount available for sale.
- **Pricing:** The selling price, including discounts.

Orders

- **Order ID:** Unique identifier.
- **Customer ID:** Reference to the customer.
- **Order Date:** When the order was placed.
- **Order Status:** Current order status (e.g., Pending, Shipped).

- **Billing Address:** Customer's billing address.
- **Product List:** Products included in the order.

Customer Support

- **Support Ticket ID:** Unique identifier for each ticket.
- **Customer ID:** The customer raising the issue.
- **Order ID:** Associated order.
- **Communication Channel:** How the customer reached out (email, phone, etc.).
- **Refund/Return Status:** Whether the request is processed.
- **Feedback/Rating:** Satisfaction rating from the customer.

Payments

- **Payment ID:** Unique transaction ID.
- **Order ID:** Reference to the order.
- **Customer ID:** The person making the payment.
- **Payment Date:** Date the payment was made.
- **Payment Method:** Payment option (e.g., Credit Card, PayPal).
- **Payment Amount:** Total paid by the customer.

Shipment and Tracking

- **Shipment ID:** Unique identifier.
- **Order ID:** The order being shipped.
- **Shipping Carrier:** Logistics company handling the shipment.
- **Tracking Number:** Used to track the shipment.
- **Shipment Status:** Current status of the shipment.
- **Shipment Date:** When the shipment was dispatched.
- **Courier Contact Info:** Information to contact the carrier.