Our data management strategy revolves around SQL because it is a relational database management system, which should allow us to handle transactions and item management well through its structured form. Specifically, MySQL will be a fine choice for our system. First, we will need our database to manage employees, their logins, transactions, etc., so we will create a table for these. Second, we will have another table to keep a record of customer data. Third, we will have a table for products and inventory. Lastly, we will need a table for sales transactions and refunds. We are using one database with these four tables in order to maintain data integrity and help with query performances as multiple tables can be joined together much simpler in one database. We have designed the employee table to feature employee id (as primary key), name, login credentials, position, and contact information, and transaction id (for transactions done). The customers table will have an id column as well (for easy identification), name, address, contact information, rewards status, as well as transaction id (as transaction history). The products table will have a product id column, name, description perhaps, price, quantity (inventory count), and category. The sales/transaction table will have the columns: transaction id, transaction date, employee id, customer id, amount paid, items, payment type, and finally transaction type (refund, sale, exchange). We have used multiple tables in order to try to normalize our data and eliminate any redundancies in stored data. With more tables comes a more complex system to design, however, it allows us to make a more efficient system in terms of performance and, perhaps, data integrity. The second part to our data management strategy is storing a hot copy of all the data in a separate cloud server backup. It is important to have multiple copies of data among different storage levels as a preventative measure in case something were to go wrong. We will also make sure to monitor database activities often.