

### Business Goals :-

- \* Be the best place to buy all kinds of Nike shoes.
- \* Make a lot of money selling shoes online and make a profit.
- \* Keep customers happy so they want buy from Nike again and again.
- \* Use data and technology to make the business better and improve how customers shop.

### Target Audience :-

- \* People who loves sports and exercise.
- \* People who care about fashion and wear stylish shoes.
- \* People who want comfortable shoes for everyday wear.

## E-commerce Market Place

### Nike E-commerce Website

#### Summary

##### 1) Purpose

- \* To make it easy for people to buy Nike shoes online
- \* To help Nike sell more shoes online and reach more customers

##### 2) Key features:

- \* lots of different Nike shoes for all kinds of sports and activities.
- \* Simple and safe ways to pay and get your shoes delivered.

## 1) Data Schema :-

- \* ID :- A unique number for each shoes.
- \* Name :- The name of the shoes.
- \* Description :- Detail about the shoes, what it's used for and its features.
- \* Price :- The cost of the shoes.
- \* Image :- A picture of the shoes.
- \* Color :- The different colors the shoe is available in.
- \* Brand :- Nike
- \* Category :- Running, basketball, etc.

## 2) Customer Experience :-

- \* Make the website easy to use and find what you are looking for.
- \* Make it easy to create an account and buy shoes.
- \* Offer sale and fast shipping options.



## Data Schema.

### Product :

- ID
- Name
- Description
- Price
- Image
- category
- color.

### Customers :

- customer Id
- Name
- Email
- Phone num
- Address

### Orders :

- Order Id
- customer Id
- Product details
- Total price
- Payment method

### Delivery :

- delivery Id
- Name
- Phone num
- Address

Our Goals :

- \* Create a successful online store.
- \* Increase sales and make a profit.
- \* Build a strong brand and local customer base.