Database Project Assignment 1: Business Idea

* Introduce the company/organization you are going to be making a database for. What does the company do? What do they sell? What do they provide their customers? Where is it? How many employees? Are there different departments within the business?
* 1 page, 12 pt font, single spaced
* Upload your file to Moodle, GitHub, and summarize your assignment highlights on Flipgrid!

The company I am going to be making a database for is the Philadelphia Eagles, an organization apart of the National Football League. The Philadelphia Eagles are a professional American football team based in Philadelphia. The Eagles compete in the National Football League as a member club of the league's National Football Conference East division. The team plays its home games at Lincoln Financial Field. Philadelphia Eagles were established in 1933. Philadelphia Eagles has 201 to 500 employees. The NFL and other sports news companies have their own team stats and league history details on their own websites. However, the Philadelphia Eagles do not have their own tab on their website for statistics, past seasons, or anything like that. Philadelphia Eagles sell a variety of products. The Philadelphia Eagles sell such things like hats, t-shirts overall clothing, signings, posters, and other types of merchandise. The need here is a database to show a certain number of past seasons, show at least essentials of offensive passing yards, rushing yards, touchdowns, defensive passing/rushing yards, interceptions, and sacks. A reason for a need for this is fans like to look in the past and compare how the team was then to now. For example, if a fan bought a poster of an old team, they may want to see the full stats of how that Eagles team did that year. An increase to access of more data like past team stats could increase sales in other areas of the Philadelphia Eagles merchandise. As well as statistics have been a growing interest in NFL lately due to NFL increasing their stat tracking abilities with NFL next gen stats. For a 3.8-billion-dollar franchise to not have something like a database of their recent success on their own website is a bit surprising. Looking at their competitors, which is technically 31 other NFL teams in the league, couple other teams have this type of database on their website. Looking more into Philadelphia Eagles as an organization they are split into many different parts. There are 20 different parts of the front office. To start off with, the Executive Administration. The Executive Administration consist of the chairman, Jeffery Lurie. Chairman, Jeffery Lurie, is an American motion picture producer, businessman, and the owner of the Philadelphia Eagles of the National Football League. Lurie is worth 3.5 billion dollars himself alone. Lurie bought the Philadelphia Eagles in 1994 for 185 million dollars. The two main ones this project would care about from the Executive Administration would be the president, Don Smolenski, and the Revenue and strategist, Catherine Carlson. Moving on from there we have the Executive Administration Support, which is not as important to the project as the previously mentioned branch. Next branch is the Football Operations. Football Operations has a couple big impacts to this project. One of the impacts is the General Manager is under this branch. In the NFL, the GM is a gigantic role in building a team’s roster. It would be a vital part of the project to include the details of the GM in charge during seasons to be able to compare and contrast how a GM did. Dedicated fans would be quite interested in this little addition to the database. The current General Manager of the Eagles is Howie Roseman. The architect of the first Super Bowl championship in franchise history, Roseman has greatly impacted decades of sustained success in Philadelphia. Since he was hired in 2000, the Eagles have recorded the league's fourth-most playoff victories (14), fifth-most postseason berths (13, including a division-leading nine NFC East crowns), and sixth-highest overall winning percentage (.577, 208-152-2). Furthermore, Philadelphia ranks first in the NFC (tied for second in the NFL) with six conference title games since 2001 and is one of nine teams with multiple Super Bowl appearances dating back to 2004. Another key member to this project apart of this branch would be Anthony Cozzi. In his role, Cozzi is responsible for overseeing the software innovation department and architecting the team's data warehouse. Cozzi works with all departments within football operations, player personnel and the coaching staff to provide innovative solutions that automate routine tasks, increasing both productivity and efficiency. Out of all the branches of the team, these two will be the biggest keys to learning the information needed for the database. Also, the ones that will care most about this addition to the website would be these fine gentlemen.