

# DAMG 6210 DMDD Project

## Online Retail Management System (ORMS)

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### **Background:**

E-commerce is becoming increasingly important. Shopping online with a retail application has become a regular practice. A corporation or a firm must devote a significant amount of time and resources to meet customers' requirements. In such cases, a Retail Management system is the platform that the retailer utilizes to enhance the customer experience and manage everyday retail operations like to check the details of inventory, products, product sales, orders, payments, shipping, and profiles.

- This project aims to improve the structure of the retail environment and to provide exceptional customer service.
- It also allows the management to track the workflow and performance of the organization.

### **Mission Statement/Objectives:**

- To maintain the information of inventory and logistics related data.
- To build a database management system that contains all product related data, customer profiles, sales data, order details, shipping status.
- To analyze the products popularity, sellers' stats, organizations stats through visualizations.
- Database will keep track of damaged and stolen products.
- Business and executive managers will be using the database.
- Determining the buying pattern of the customer
- Manage user of the system
- Manage different products and category in the store

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## Scope:

The scope of the database is related to the database's intended functionality. The fundamental table structure, links, and indexes of the database are all reliant on the functionality of the retail system platform.

In addition to tracking the order and the inventory management, the platform improves the user experience for both end-users i.e. customers and administrators i.e. the business. Among the extra features are help desk, marketing services and support, third-party integrations and advanced analytics.

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## Link:

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