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BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

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(Recognized by Govt. of Karnataka, approved by AICTE, New Delhi & Affiliated to Visvesvaraya Technological University, Belgavi)

"JnanaGangotri" Campus, No.873/2, Ballari-Hospet Road, Allipur, Ballari-583 104 (Karnataka) (India)

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DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

A Mini-Project Report

On

"ADs DATABASE MANAGEMENT SYSTEM"

Submitted By

GURUSAI **USN: 3BR18CS055**

HARISH.J.J **USN: 3BR18CS058**

Under the Guidance of

Mr . Asst. Prof.

Dept. of CSE

Visvesvaraya Technological University

Belagavi, Karnataka

2020-2021

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DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

CERTIFICATE

This is to certify **Mr. / Ms**. GURUSAI and HARISH.J.J of B.E. Vth Semester Computer Science & Engineering bearing University Seat No. **3BR18CS055 and 3BR18CS058** has successfully completed the **Mini Project work** prescribed by the Department of Computer Science & Engineering for the academic year 2020-2021.

Signature of guide

Mr.

Signature of HOD

Dr. R.N. Kulkarni

ABSTRACT

Now a day's a huge number of people are purchasing their products online. Therefore, it is necessary for companies to advertise their products online. Online advertising is a very complicated task we need a system to manage it. This project shows how companies like Google, Microsoft and amazon maintain databases of advertisers and users who browse the internet using their apps or websites. Usually, These Databases are used by companies to answer questions like 'Which product is selling the most?', 'Which category of users are most likely to buy the product?', 'What type of ads do most people like?', and so on.

This project is to design and develop a Ad's database management system that maintains and stores the information on websites, website owners, advertisers, ads, and users. It will handle all aspects of advertising on online websites.

ACKNOWLEDGEMENT

The satisfactions that accompany the successful completion of my mini-project on **"ADs DATABASE MANAGEMENT SYSTEM"** would be incomplete without the mention of people who made it possible, whose noble gesture, affection, guidance, encouragement and support crowned my efforts with success. It is my privilege to express my gratitude and respect to all those who inspired me in the completion of my mini-project.

I am extremely grateful to our respective Guide {} for his noble gesture, support co-ordination and valuable suggestions given to me in completing the mini-project. I also thank **Dr. R. N. Kulkarni,** H.O.D. Department of CSE, for his co-ordination and valuable suggestions given to me in completing the mini-project. I also thanks Principal, Management and non-teaching staff for their co-ordination and valuable suggestions given to me in completing the mini-project.

Name	USN
GURUSAI	3BR18CS055
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CHAPTER 1:

INTRODUCTION

Now a day's a huge number of people are purchasing their products online. Therefore, it is necessary for companies to advertise their products online. Online advertising is a very complicated task we need a system to manage it. This project shows how companies like Google, Microsoft and amazon maintain databases of advertisers and users who browse the internet using their apps or websites. Usually, These Databases are used by companies to answer questions like 'Which product is selling the most?', 'Which category of users are most likely to buy the product?', 'What type of ads do most people like?', and so on.

1.1 PROBLEM STATEMENT

To design and develop a Ad's database management system that maintains and stores the information on websites, website owners, advertisers, ads, and users. It will handle all aspects of advertising on online websites.

1.2 OBJECTIVE

- To store the information and details related to the ad's
- To retrieve the stored data on the ad's.
- To update the stored data on the ad's.
- To provide effective and efficient management of ad's database.
- To delete the stored data on the ad's.

1.3 SCOPE OF PROJECT

It can be used by various companies to store and use the data associated with the ads being displayed on various online websites.

CHAPTER 2:

SYSTEM REQUIREMENTS AND SPECIFICATIONS

2.1 HARDWARE REQUIREMENTS

- Computers are intel, Ryzen or compatible Pentium 333 MHZ or higher.
- Memory (or RAM) has 64 MB minimum, 128MB recommended.
- Hard disk space should have 1GB for the database and the client software. this requirement may increase with the increase in records.
- The monitor has VGA or higher resolution required for graphical tools.
- The pointing device has Microsoft mouse or compatible.

2.2 SOFTWARE REQUIREMENTS

- Microsoft Windows XP/ Windows 7/ Windows Vista/ Windows 8/ Windows 10
- Jupyter Notebook should be installed.
- Oracle Database 10G Express Edition should be installed.
- Python Tkinter Module should be installed for GUI.

2.3 FUNCTIONAL REQUIREMENTS

- User Interface and User Experience: The system is easy to understand and use. A native user can also use the system effectively without any difficulties.
- Safety and robustness: The system is able to avoid or tackle disastrous actions. In other words, it should be foul proof.
- Error handling: Response to user errors and undesirable situations has been taken care of to ensure that the system operates without halting.
- Response time: The response time of all operations is good. This has been made possible by careful programming.

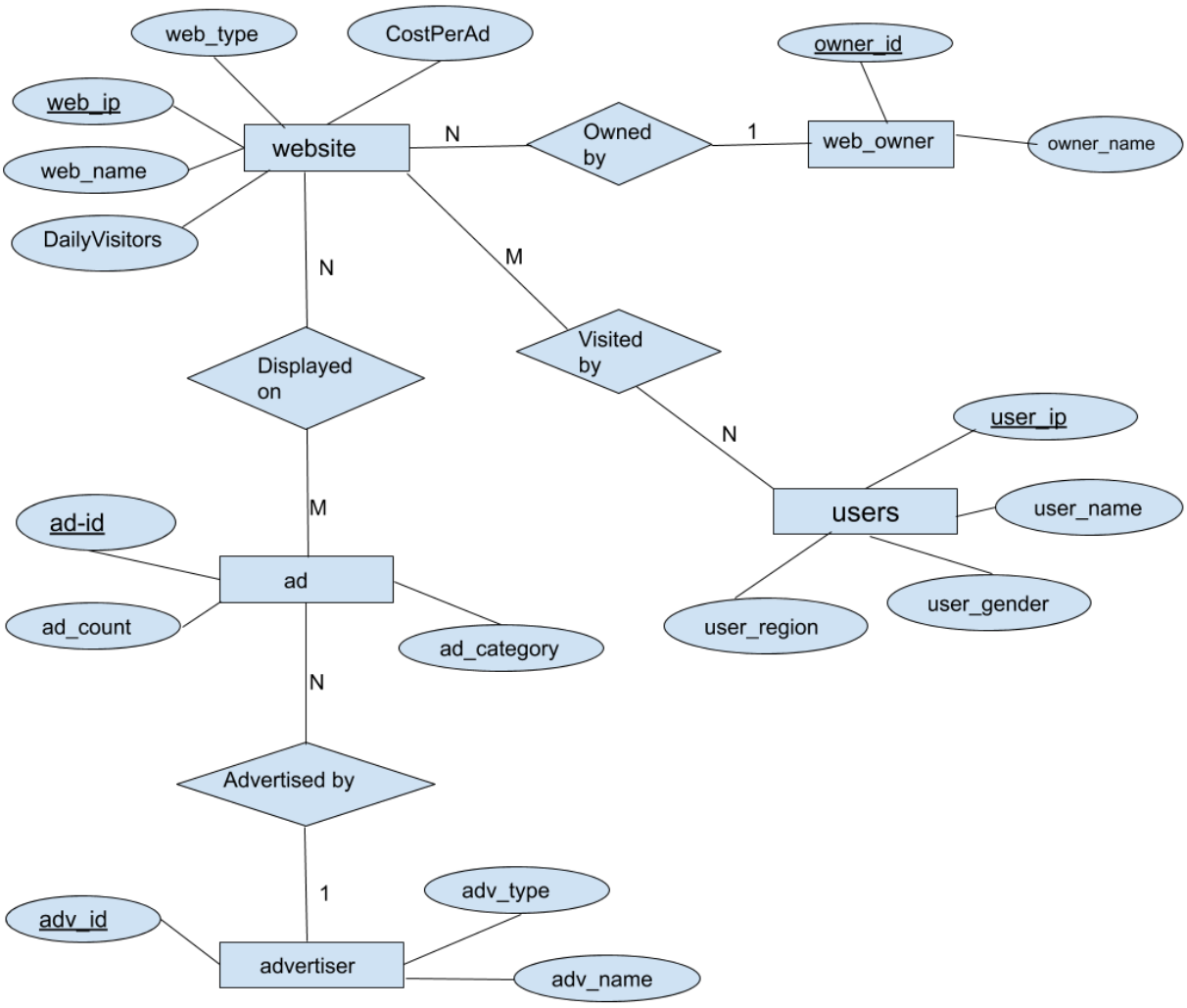
2.4 NON-FUNCTIONAL REQUIREMENTS

- Security: The system's backend server shall only be accessible to authenticated management.
- Reliability: The reliability of the overall project depends on the reliability of the separate components. The main pillar of reliability of the system is the backup of the database which is continuously maintained and updated to reflect the most recent changes.
- Availability: The system should be available all the time. A user-friendly system should work 24 hours without any hindrances.
- Supportability: The code and supporting models of the system are well documented and easy to understand.

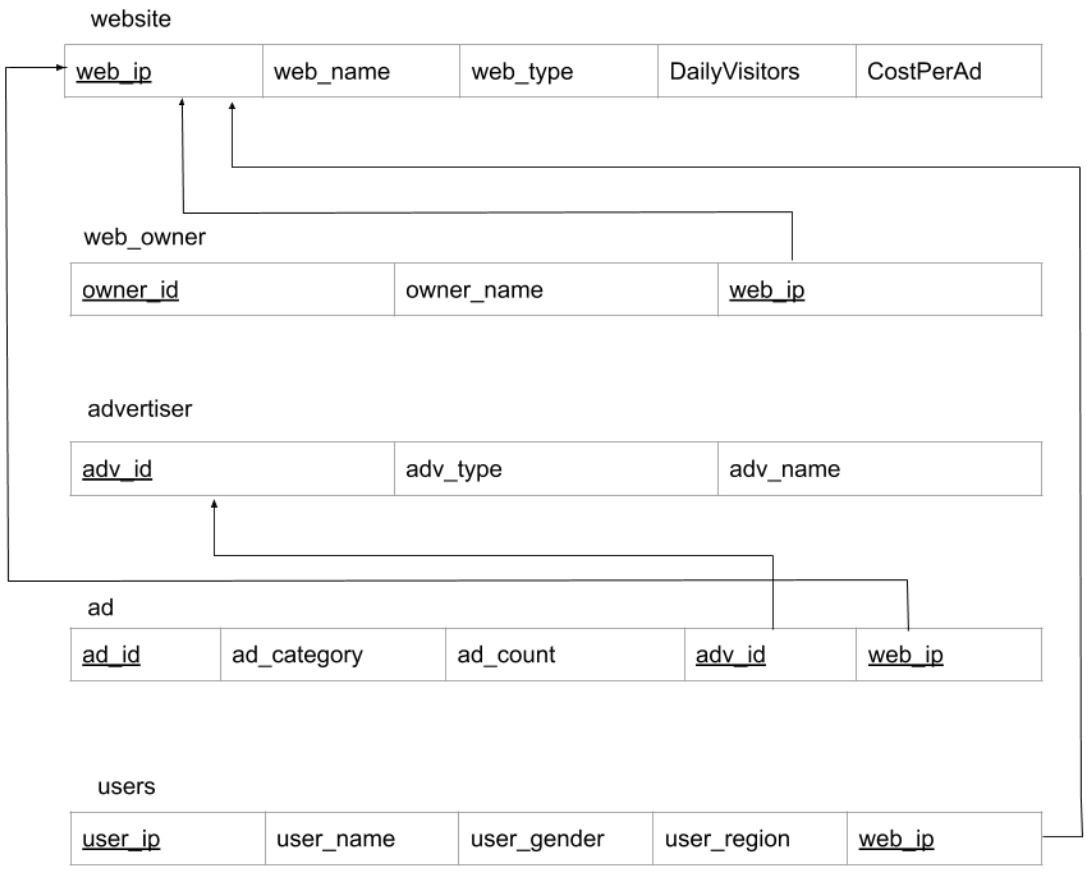
CHAPTER 3:

SYSTEM DESIGN

3.1 ENTITY-RELATIONSHIP DIAGRAM



3.2 SCHEMA DIAGRAM



CHAPTER 4:

IMPLEMENTATION

4.1 MODULE DESCRIPTION

- **website**: This module is used to store the information associated with a website. Here we maintain data such as web_ip, web_type, web_name, DailyVisitors, CostPerAd.
  Input: web_ip, web_type, web_name, DailyVisitors, CostPerAd.
  Output: We can insert, delete, update and view all the details of websites.

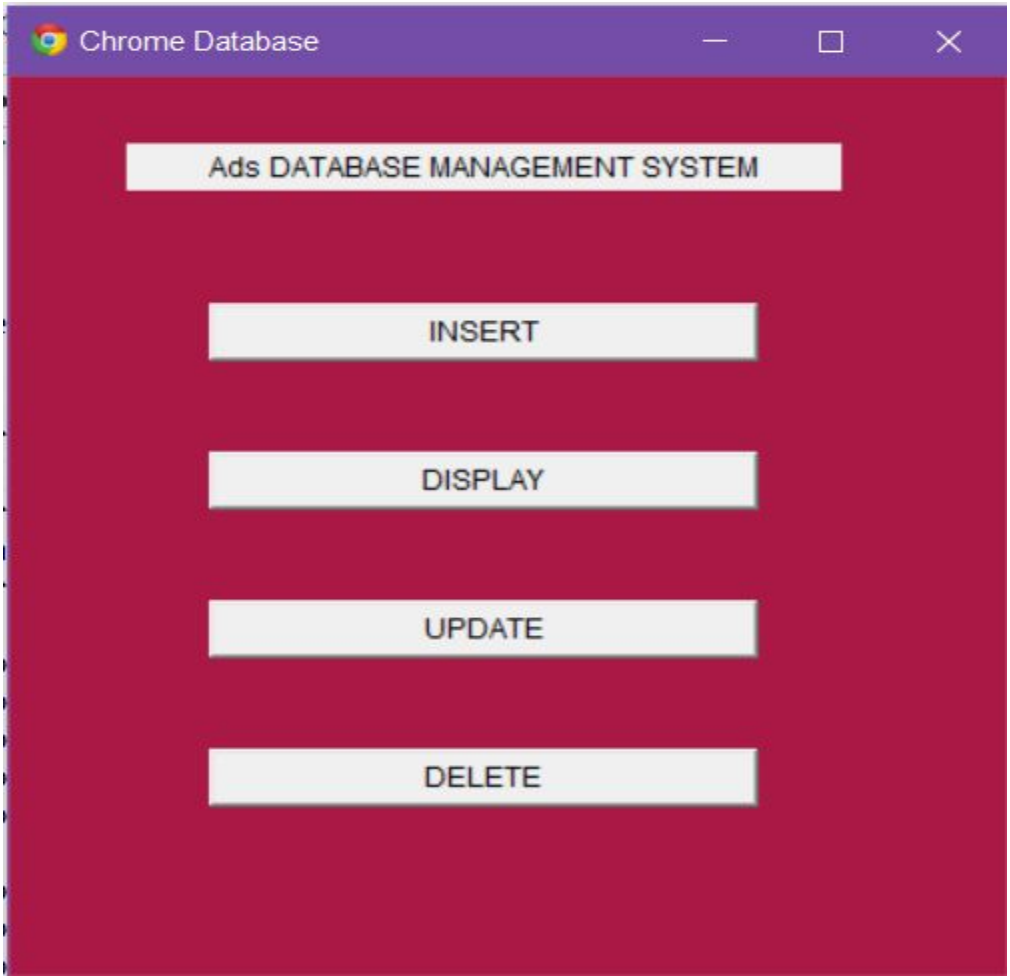
- **web_owner**: This module is used to store the information associated with a website owner. Here we maintain data such as owner_id, owner_name and respective websites he/she owns.
  Input: owner_id, owner_name, web_ip.
  Output: We can insert, delete, update and view all the details of web_owner.

- **advertiser**: This module is used to store the information associated with an advertiser. Here we maintain data such as adv_id, adv_name, adv_type.
  Input: adv_id, adv_name, adv_type.
  Output: We can insert, delete, update and view all the details of advertisers.

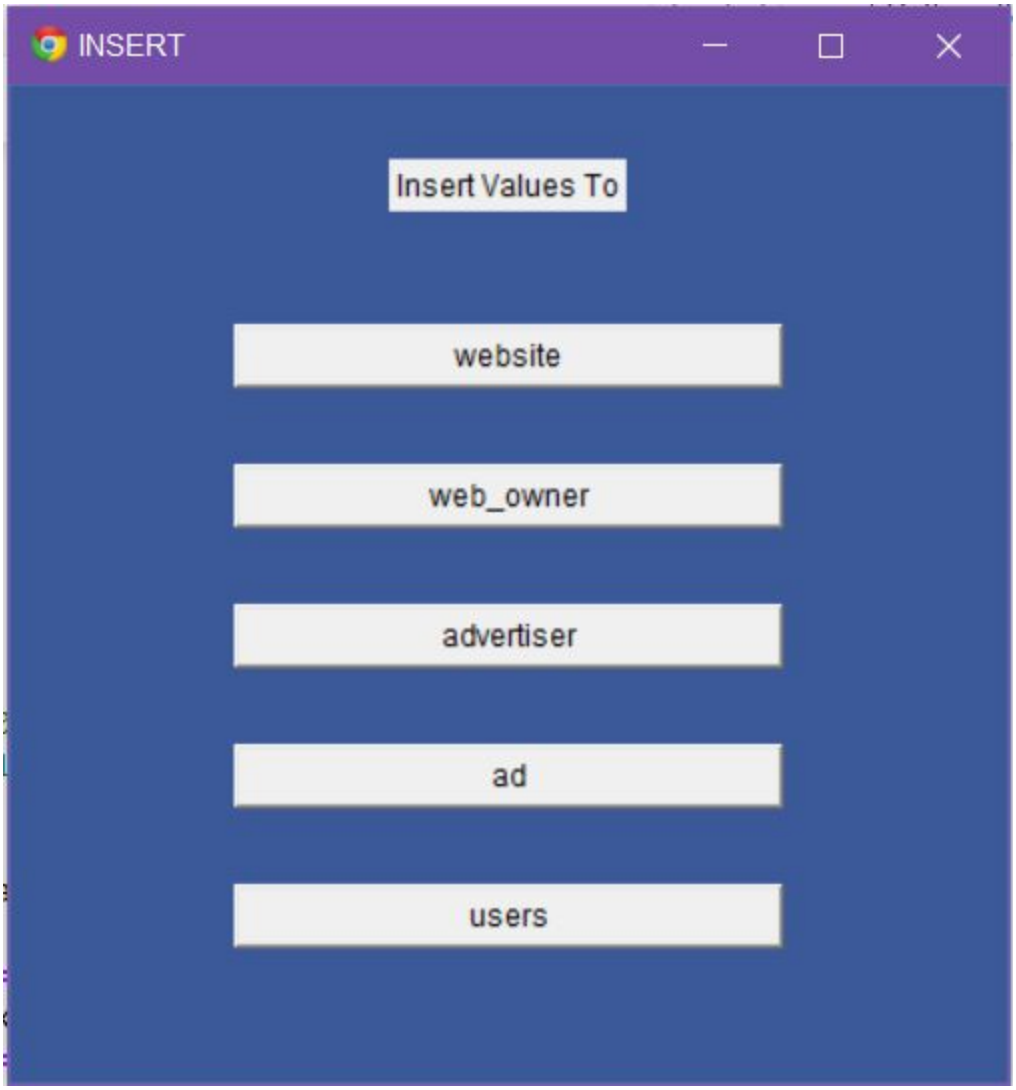
- **ad**: This module is used to store the information associated with an Ad. Here we maintain data such as ad_id, ad_category, ad_count, and respective adv_id and web_ip.
  Input: ad_id, ad_category, ad_count, and respective adv_id and web_ip.
  Output: We can insert, delete, update and view all the details of Ads.

- **users**: This module is used to store the information associated with a user. Here we maintain data such as user_ip, user_name, user_region, and respective web_ip.
  Input: user_ip, user_name, user_region,web_ip.
  Output: We can insert, delete, update and view all the details of users.

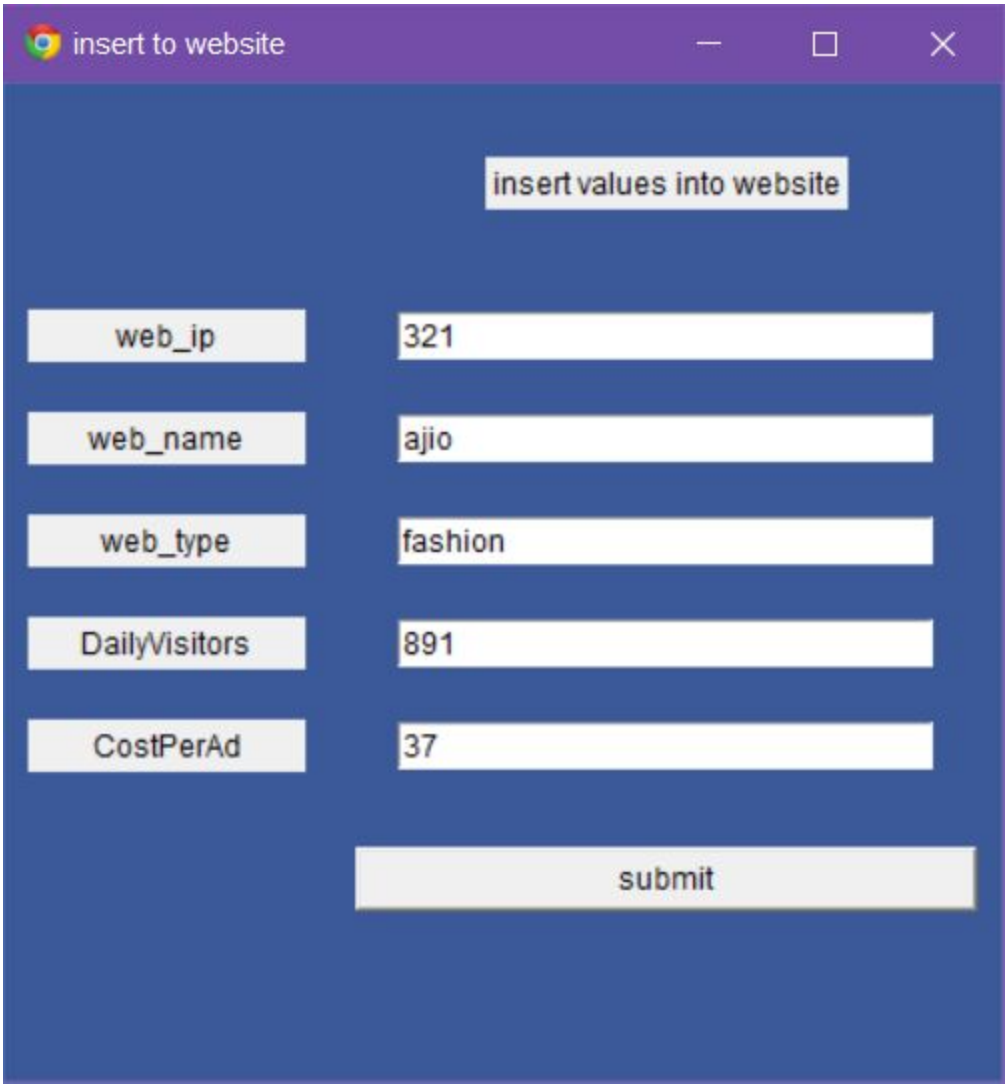
4.2 RESULT DESCRIPTION



FIG(1): Main Menu Page

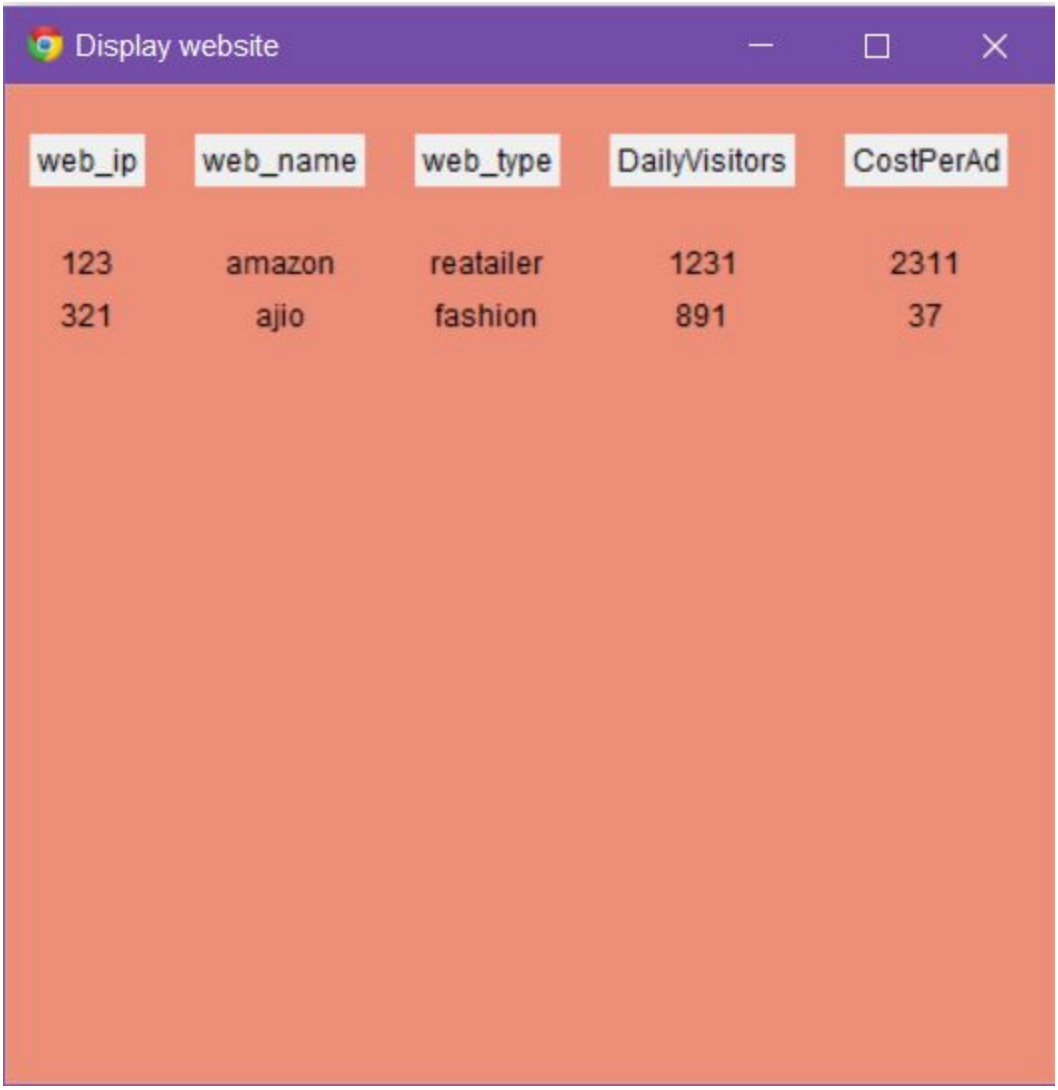


FIG(2): INSERT MENU PAGE



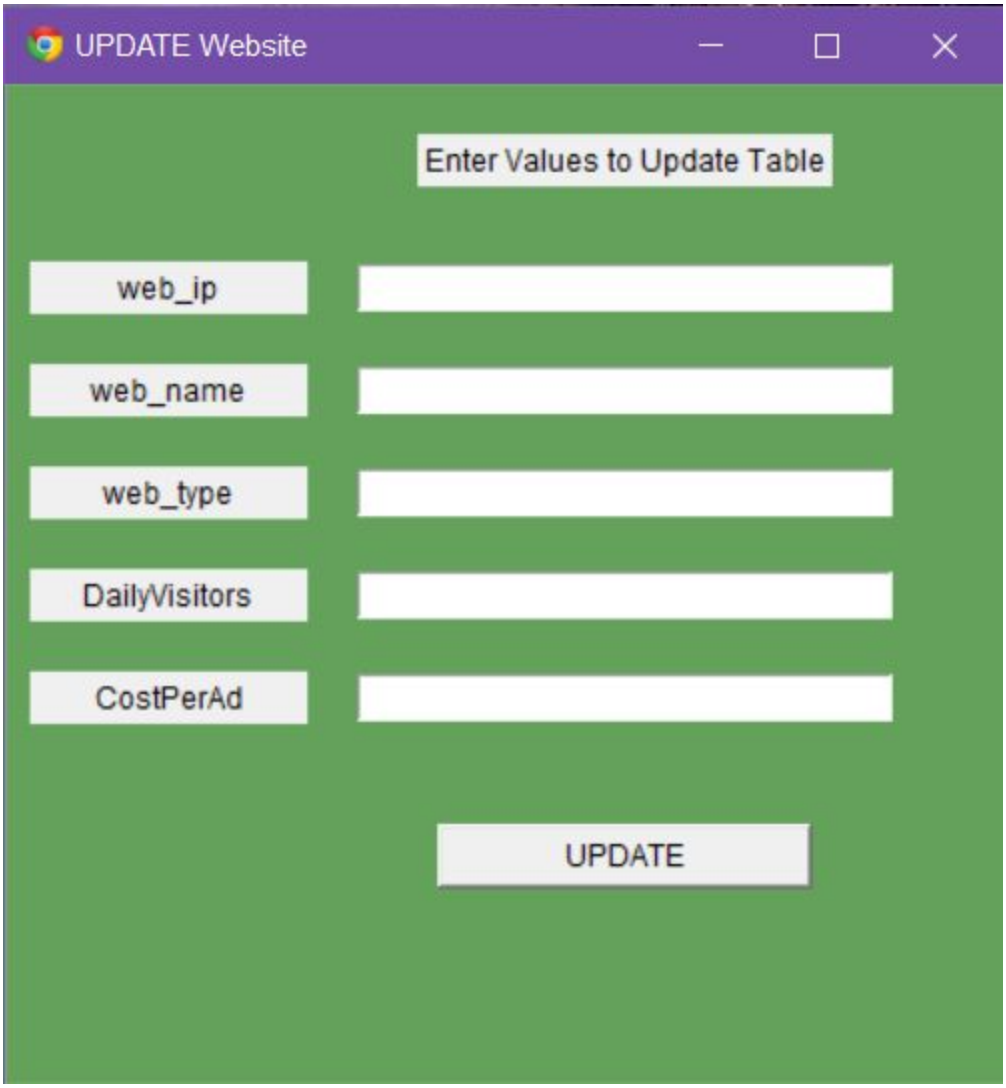
FIG(3): INSERTING TO WEBSITE TABLE

FIG(4): DISPLAY MENU PAGE

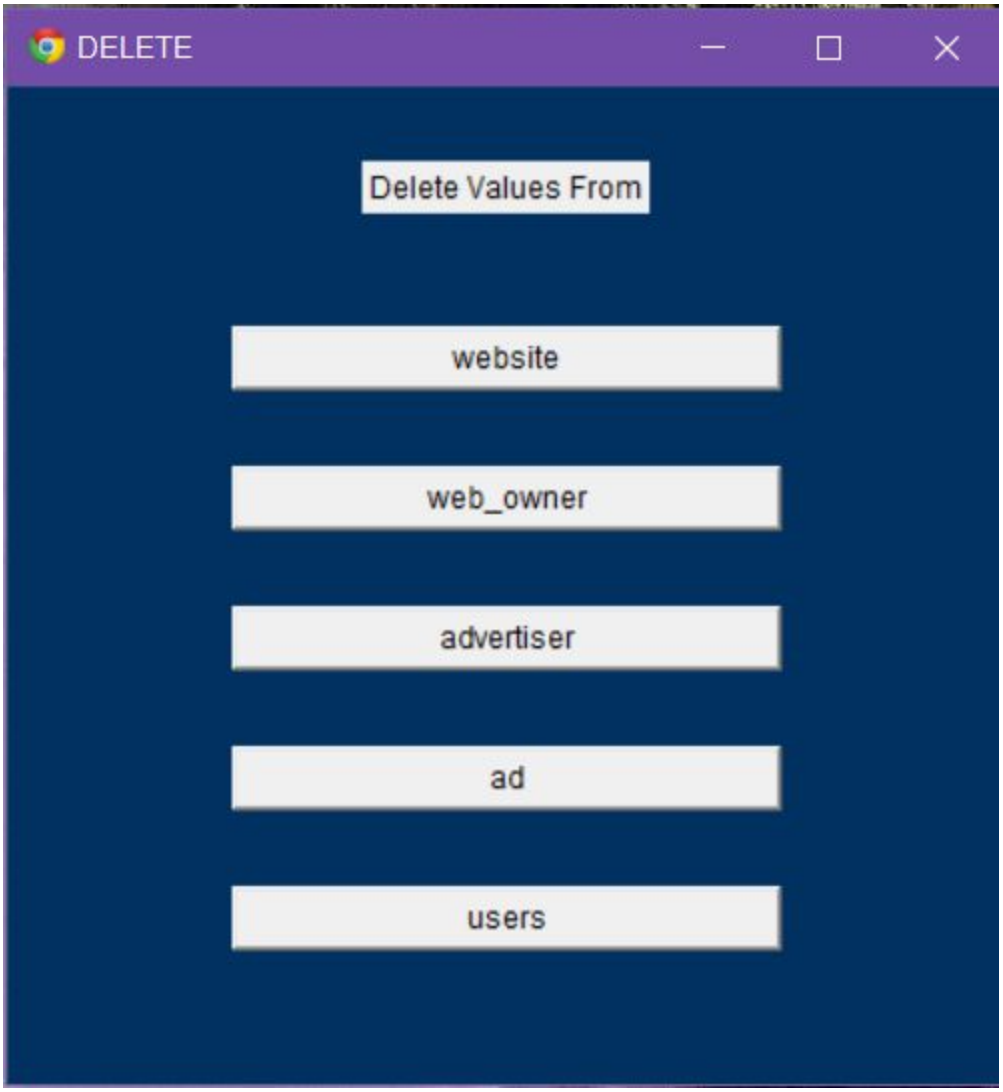


FIG(5): DISPLAYING CONTENTS OF WEBSITE

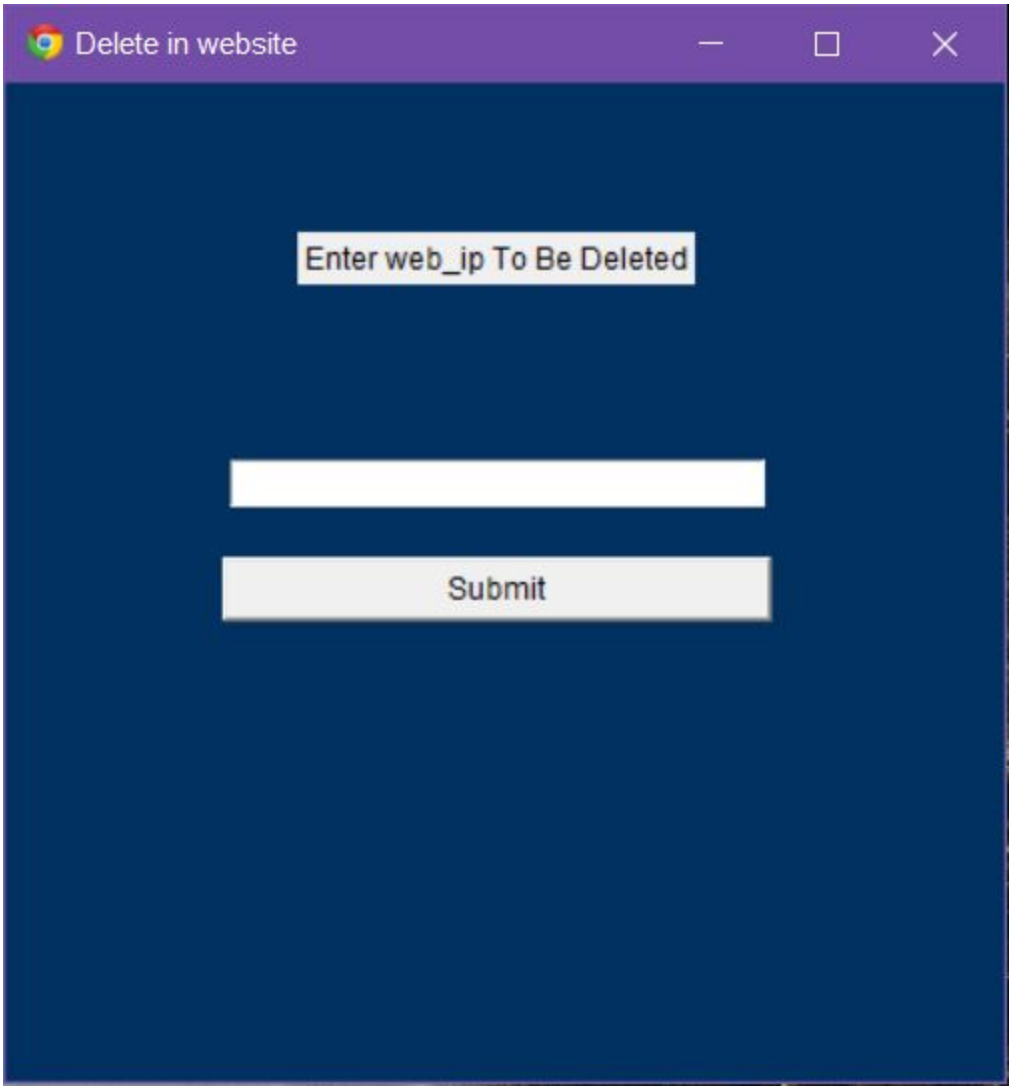
FIG(6): UPDATE MENU PAGE



FIG(7): UPDATE CONTENTS OF WEBSITE



FIG(8): DELETE MENU PAGE



FIG(9): DELETE CONTENTS OF WEBSITE

CHAPTER 5:

CONCLUSION

This database management system is used to improve overall efficiency and accuracy of information storing and provide effectiveness in maintaining data related to Ads advertised on websites. This can be used by various companies to advertise their different products or services on websites.This database system provides user-friendly environment to insert, update or delete the data and also it generates reports as per user requirements.

CHAPTER 6:

REFERENCES

1. www.w3schools.com (For GUI)

2. "Fundamentals of Database Systems" by Shamkant.b.navathe, 5th Edition, published by Dorling Kindersley.