**Relational Database and SQL (CIS 335)**

**Final Project: Client Reflection**

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**Introduction**

This paper offers personal reflection and insight related to a recently completed client proposal for database development. The proposal writing exercise was intended to offer a real-world opportunity to act as client in a simulated database development environment. Overall, while the act of putting the proposal together proved extensive, time consuming and detailed, taking on the role of client offered unique perspectives which will be beneficial for future development efforts.

**Reflection**

The role of client was filled with a roller coaster of emotion and experience, which began with the exhilaration of endeavoring to build a database relevant to a real-world scenario. The subject matter chosen for the development project was a large retailer in the outdoor equipment industry with which I have extensive personal interest and knowledge. This was exciting.

Excitement was soon muted by overwhelm as it became obvious that a database for this large retailer would be far larger than the details for the scope of the present assignment. The company’s product catalog spans to thousands of products broken down into dozens of categories and subcategories. It quickly became apparent that the project, in order to be properly sized, needed to focus only on one segment of the organization.

The project proposal would focus on marketing promotions for the company’s 21 product lines within the hunting division broken down into four major categories. Moreover, the project would focus on digital promotion of these project lines on social media platforms. Again, to keep the project properly scoped, it was essential to carefully define the methods by which data would be classified and gathered.

According to final project specifications, data would be collected related to promotions on three social media platforms; (1) Facebook, (2) Twitter, and (3) LinkedIn. While raw data from these platforms all vary, data collection for the present project was simplified to common elements such as positive responses, interactions, and conversions of visitors to the company store.

Finally, in effort to keep the project scope within the assignment the expectations for reporting were prioritized and limited. The final project proposal included a request for reports showing most and least successful promotions by social media platform. More detailed and reliable reports would have likely included factors related to cost of promotion and response duration (time over which responses occurred).

**Summary**

Filling the role of client in the pursuit of a database offered many benefits. While the subject area was engaging, much thought and deliberation was required to keep the project both well-defined and within the defined scope. As a result, at times it became clear that additional details would be needed if the project was completed beyond the scope of the class assignment. Most importantly, additional information would have to be included if return on investment (ROI) for marketing dollars would be accurately determined. Even still, even without this information, the database project gives the student a good foundation for future work.