

P3. FINAL ERD

GEN Z SHOPPING TREND ANALYSIS AND WHAT IS MEANS FOR BUSINESSES

PROJECT GROUP 20

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Changes based on Feedback

1. Age changed to Date of Birth
2. We changed the Reviews to a Boolean(Yes/No) Attribute called ReferredToReviews which would answer the question “Does the consumer refer to reviews before making an expense?”
3. Price in dollars or amount spent was intentionally not included as we planned on having a project to analyze trends instead of taking numbers in picture
4. Addition of attributes -> we included attributes in a few entities, ExpenseRating, MemberDiscount, ReferredToReviews, ExpressDelivery, RatingForInstagram, RatingForFacebook, Date, Time (in associative entity),etc to name a few

Normalization

We made sure our Final ER Diagram was free of Multivalued Attributes, Composite Attributes, Many-to-Many relationships and each entity has the a primary key and its foreign keys wherever required

Description for few attributes from the Final ERD:

ExpenseLevel -> (Customer/Luxury) Customer can choose if the preferred expenses are for Comfort or Luxury

ExpenseSupporting-> (Sustainable/NonSustainable) Customer can choose if the preferred expenses are supporting Sustainability or not

MemberDiscount -> (Yes/No) Explains whether the customer is willing to take a membership for a discount

ExpressDelivery-> (Yes/No) Explains whether the customer is willing to pay more for a faster delivery at online stores

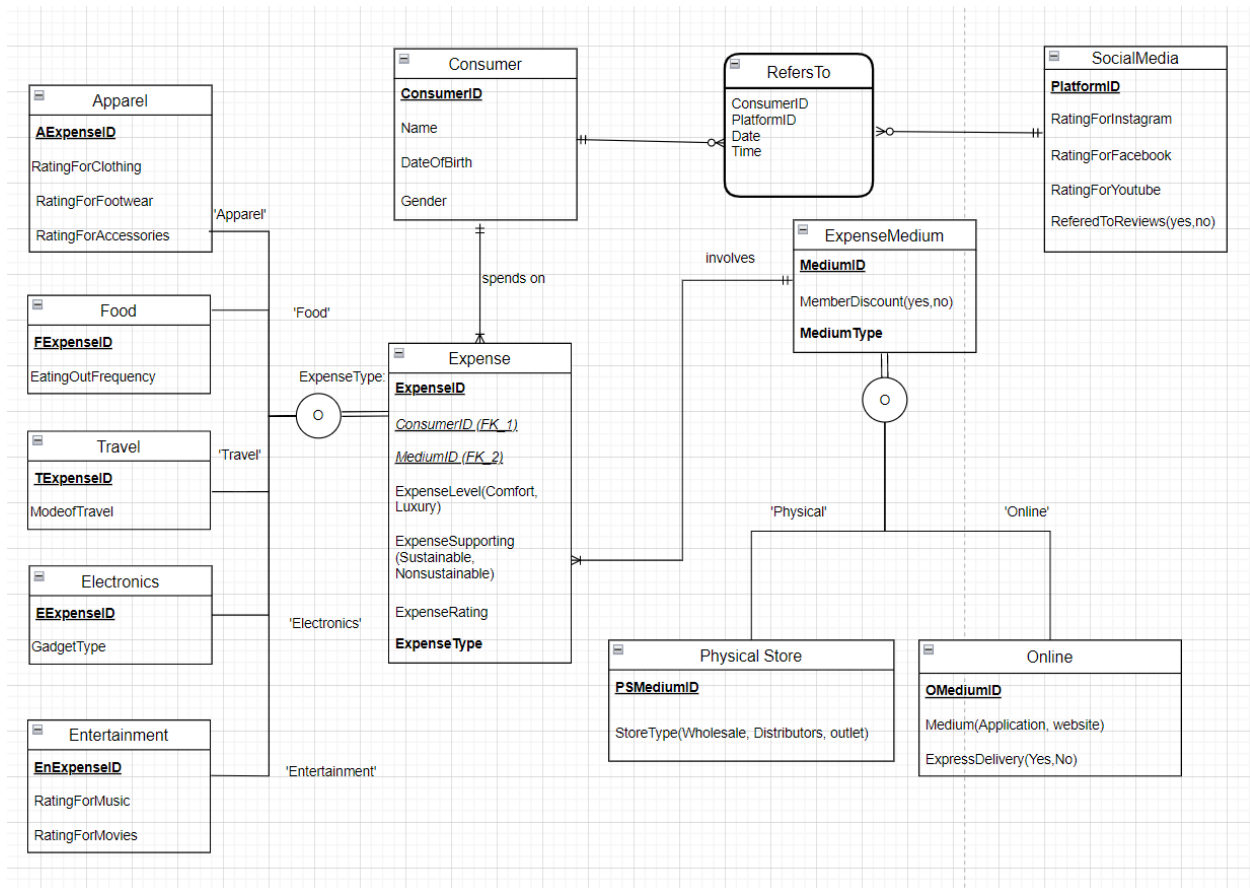
EatingOutFrequency -> Has the options (Twice or more in a week, Once a week, Once a month, Once in a while) explains how often the gen z consumer spends on outside food

RatingForInstagram -> Explains from an extent of 1-5, how much Instagram Ads/Posts influence the consumers purchase

RatingForClothing -> Explains on a scale of 1-5, how much a consumer spends on Clothing compared to all the other attributes of that entity

ExpenseRating -> Explains on a scale of 1-5, how much a consumer spends on Apparel or other subtypes, when compared to all the other subtypes of Expense Entity

FINAL ERD



<https://github.com/ekta-bhatia/GenZ/blob/main/Final%20ERD.png>