

General E-commerce Marketplace Overview

Marketplace Type:

General E-commerce

Purpose:

Offer a diverse range of Products Online, enabling Customers to Shop from the comfort of their homes with reliable delivery Options.

Business Goals

Problem:

Customers lack a convenient Platform for Purchasing a variety of Products, leading to inefficiencies and delayed access to essentials and non-essentials alike.

Target Audience:

Urban and Suburban customers, including individuals and families seeking a one-stop shop for diverse categories such as electronics, clothing, groceries, and more.

Products/Services:

- Electronics (mobile Phones, laptops, accessories)
- Fashion and Apparel (clothing, shoes, accessories)
- Groceries (Food items, beverages, essentials)
- Home and Kitchen Products.

Differentiation:

- wide Product range from trusted sellers
- Flexible delivery options (Same-day, express, & standard)
- competitive Pricing with regular discounts and promotions

Schema Overview

Entities:

- | | | |
|-------------|---------------|--------------|
| 1. Products | 2. Orders | 3. Customers |
| 4. Sellers | 5. Categories | 6. Shipments |

Key Fields:

Entity	Key Fields
1. Products	ID, Name, Description, Price, Stock, Category ID, Seller ID.
2. Orders	Orders ID, Customer ID, Product Details (IDs and quantities), Order Total, Status, Payment info, Timestamp.
3. Customers	Customer ID, Name, Contact info, Address, Order History.
4. Sellers	Seller ID, Name, Contact info, Rating, Product List
5. Categories	Category ID, Name, Parent category (if any)
6. Shipments	Shipment ID, Order ID, Tracking Info, Delivery Status

Relationships:

1. Products → Categories:

Each Product belongs to a Specific Category for better Organization and browsing.

2. Products → Sellers:

Products are offered by Specific Sellers, ensuring variety and vendor accountability.

3. Orders → Customers:

Each Order is associated with a Customer, including their Personal details and Purchase history.

4. Orders → Shipments:

Orders are tracked and managed through Shipment records that include delivery details.

