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COURSE NAME: DATABASE DEVELOPMENT WITH PL/SQL

COURSE CODE: INSY 8311

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**ASSIGNMENT NO1**

1. **business context**

I’m going to use the company called ISHEMA-SHOP that sells food products like rice, fruit juice and so many agriculture products.

Company type: Food trading & Distribution company.

Industry: food and agriculture industry.

1. **Data challenges**

Through this business ISHEMA-SHOP faces some challenges like it is hard to find which agriculture item is more liked than others in different regions and seasons( perform the best) , and it is hard to monitor how customers purchases in different times, and it hard to maintain how items are remain in the stock.

And it is hard to keep hard copies of the transactions because they are lost and even damaged.

1. **Exepected outcome**

Decision I’m going to make a database that will hold and keep all business data that will help the manager to generate reports quickly and identify top products and performs the best among others ,and generate each month income and growth and avoid missing of business information because data are kept safe in the database.