Fits 4 All Clothing

The database as is, is fairly basic. It represents customers, products they've bought, and the order information. This data can be better utilized for us to pinpoint what products are the most popular among customers in a certain region. Using a big data solution in this case will give us greater insight to what styles to focus on and also what styles are not as popular amongst our customers. This can easily increase profitability since we would no longer be washing money on products that do not sell.