

TEAM: 15

ART GALLERY DATABASE

The definition of Art has been planted in our minds since our childhood. As with the advancement in the field of science and technology, Art is getting extinct, and to preserve as well as to create awareness of art, we have chosen this particular domain. Hence, we are designing a database that will give the idea of requirements, reviews, and revenue of different kinds of arts and artists at different locations which can improve sales.

The rest of the article describes the data requirements and functionalities that we are trying to be able to implement by the end of the semester.

Data Description:

Customers/ Clients:

The data of customers will be captured as any customer/client can be any individual or organization and if any individual then details of that and if organization, details of that as well as types of art, budget, memberships, reviews, and feedback of the art to predict the target audience.

- Type of Entity:
 - Individual:
 - First Name, Last Name, Date of Birth, Contact Details(Email id, Phone Number), Gender

- Organizational
 - Name of organization, Address of organization (Location), Type of organization, Representative Name, Representative Address
- Area of Interest:
 - Types of Art, Budget
- Reviews & Feedbacks

Artists:

The details of artists will be captured to get the area of expertise, artist's sales, revenue, ratings, and reviews. This will help get the most highly rated artists amongst all.

- Personal Information:
 - First Name, Last Name, Date of Birth, Contact Details(Email id, Phone Number), Address, Origin
- Area of Expertise:
 - Types of Art
- Revenue:
 - No. of sales
- Ratings & Reviews

Art:

Details of art such as type, name of artists, rates and reviews of arts, how old the art is, the status of art if it's available, sold out or booked, rates as well as reviews of arts.

- Types of Art:
 - Sketching, Painting, Knitting, Pottery, Handcraft, Sculpture
- Artists:

- First Name, Last Name, Origin
- Rates
- Reviews
 - Through online/offline forms
- Created Data/Year
- Status
 - Sold, Unsold, Booked, Pending

Staff:

Staff who manage the sales of various arts will be stored and what kind of art was sold by whom, staff's ratings, and feedback.

- Manager/ Sales Executive:
 - Personal Information:
 - Id, First Name, Last Name, Address, Date of Birth
- No. of Sales
- Rating & Feedback

Business Goals:

- The owner will get details about whether the market is increasing or decreasing in terms of interest in the art category by analyzing the sales of art.
- The owner will get details about who the target audience is for the next business plan by following the previous trends as what type of art is liked by which age group at any particular location.
- Which type of art will give the most profit?
- We can analyze what trends are affecting the industry.
- How big is the art gallery business (in dollars)?
- Which type of art is the most popular?
- The analytics will help to figure out the preferable place for the upcoming art exhibition by the sales of an organization if it is university, high schools, museums.
- We will get information about the most popular artist and we can also improve the supply to that art in that particular area.

Marketing Strategies:

Product:

In the product section, you should reiterate the type of art gallery that you documented in your Company Analysis. Then, detail the specific products you will be offering. For example, in addition to paintings, will you also offer prints and sculptures?

Price:

Document the prices you will offer and how they compare to your competitors. Essentially in the product and price sub-sections of your marketing plan, you are presenting the types of art you offer and their expected price ranges.

Place:

Place refers to the location of your art gallery. Document your location and mention how the location will impact your success. For example, is your art gallery located next to a heavily populated office building, in a luxury shopping area, etc? Discuss how your location might provide a steady stream of customers.

Promotions:

The final part of your art gallery marketing plan is the promotions section. Here you will document how you will drive customers to your location(s).

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