DAY 01

Marketplace Business Goals – [FOOD RESTAURANT]

1. Business Goals:

- **Mission Statement**: Deliver high-quality, freshly prepared meals to our customers with speed and convenience.
- **Primary Goals**:
    - Launch an intuitive, user-friendly food ordering platform.
    - Provide real-time menu updates powered by Sanity CMS.
    - Enhance customer experience through seamless order tracking and quick delivery.
    - Develop a scalable platform adaptable to future integrations and expansions.

2. Problem Your Marketplace Aims to Solve:

Many customers struggle with unreliable, outdated food ordering systems that offer limited customization and poor transparency in delivery processes. Our platform aims to solve these issues by:

- Providing real-time menu availability.
- Offering a personalized and seamless ordering experience.
- Ensuring transparency with real-time order tracking.

3. Defined Target Audience and Unique Value Proposition:

- **Target Audience**:
    - Urban professionals looking for quick, high-quality meal options.
    - Families seeking convenient meal delivery solutions.
    - Food enthusiasts interested in exploring new cuisines.
- **Unique Value Proposition**:
    - Fresh, customizable meals with real-time preparation updates.
    - User-friendly interface with quick search and filtering options.
    - Reliable delivery system integrated with real-time tracking.

4. Market Research Insights and Competitor Analysis:

- **Insights**:
    - A significant portion of urban consumers prefer online food delivery due to convenience and time-saving.
    - Customers value transparency in preparation and delivery times.
- **Competitor Analysis**:
    - Competitor A: Limited customization options; outdated design.
    - Competitor B: Inefficient tracking system; inconsistent menu updates.
    - Our platform will address these gaps by leveraging Next.js, Sanity API, and modern UX practices.

5. Products or Services You Plan to Offer:

- Full menu with real-time availability updates.
- Meal customization options (e.g., dietary preferences, portion sizes).
- Efficient order management and real-time tracking system.
- Regular promotions and loyalty programs.

DATA SCHEMA DEFINE BY SQL:

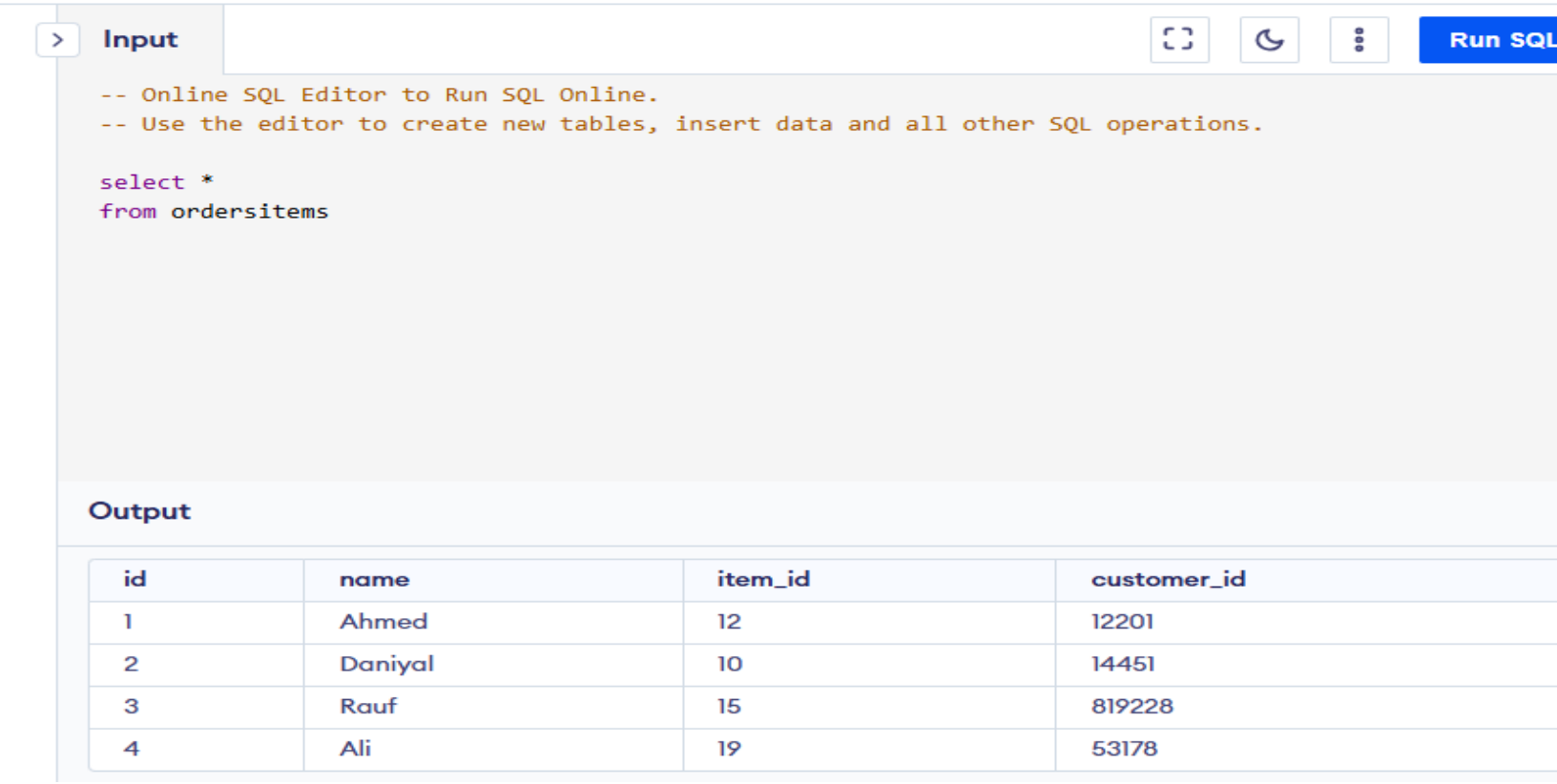
```
-- Online SQL Editor to Run SQL Online.
-- Use the editor to create new tables, insert data and all other SQL operations.

create table OrdersItems(
  id INT PRIMARYKEY,
  name varchar(50) not null,
  item_id int (10),
  customer_id int (50)
)
```

2	Mouse	300	4
3	Monitor	12000	3
4	Keyboard	400	1
5	Mousepad	250	2

OrdersItems

id	name	item_id	customer_id
empty			

```sql
insert into OrdersItems(id,name,item_id,customer_id)values
(1,"Ahmed",12,12201),
(2,"Daniyal",10,14451),
(3,"Rauf",15,819228),
(4,"Ali",19,53178);
```



id	name	item_id	customer_id
1	Ahmed	12	12201
2	Daniyal	10	14451
3	Rauf	15	819228
4	Ali	19	53178

6. Data Schema Draft:

Identified Entities:

1. **Products**:
    - Attributes: Name, Description, Price, Availability, Images, Categories.
2. **Orders**:
    - Attributes: Order ID, Customer ID, Product List, Total Amount, Status (Pending, In Progress, Delivered).

3. **Customers**:
    - Attributes: Name, Email, Address, Order History.
4. **Categories**:
    - Attributes: Name, Parent Category, Associated Products.

Relationships Between Entities:

- **Customers → Orders**: One-to-Many
- **Orders → Products**: Many-to-Many
- **Products → Categories**: Many-to-One

Paper Sketch:

Diagram:

- A flowchart showing relationships:
    - Customers → Orders → Products
    - Products → Categories