

Quarter 2

HACKATHON 3

Day 1

LAYING THE FOUNDATION FOR
YOUR MARKETPLACE JOURNEY

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Slot: **Thursday 9am-12am**

HACKATHON DAY 1

THE FOUNDATIONS FOR MARKETPLACE JOURNEY

Step 1: Choosing Marketplace Type

Marketplace Type : General E-Commerce Marketplace

Primary Purpose : To establish a complete platform that provides or allows users to buy clothes online while catering to a wide range of fashion needs, including casual, formal, seasonal wear, etc.

Step 2 : Define Business Goals

1. Problem to Solve:

- Customers face challenges in finding large variety of brands or getting fashionable clothing at affordable prices.
- With features like simple navigation, safe payment methods, and quick shipping, our marketplace seeks to address this issue by providing wide range of clothes designs, brands, and sizes.

2. Target Audience

- Fashion-forward individuals, working professionals, students and anyone in need of ~~clothing~~ high-quality apparel for any occasion.
- Customers of various age groups and demographics, including budget-conscious buyers and those seeking quality brand.

3. Products / Services :

- Products include clothing (for men, women, and kids), accessories, shoes, and active wear..
- For example, platforms like as Zara or ASOS allow customers to shop for a variety of clothing, shoes, and accessories.

4. What Will Set Our Marketplace Apart:

- Speed & Affordability : Provide Speedy delivery choices, such as next-day delivery in certain locations.
- Competitive pricing and occasional discounts will make the platform affordable.
- User Experience: A user-friendly interface with recommendations based on browsing history and preferences.

Step 3: Create a Data Schema

1. List of main entities in our Marketplace

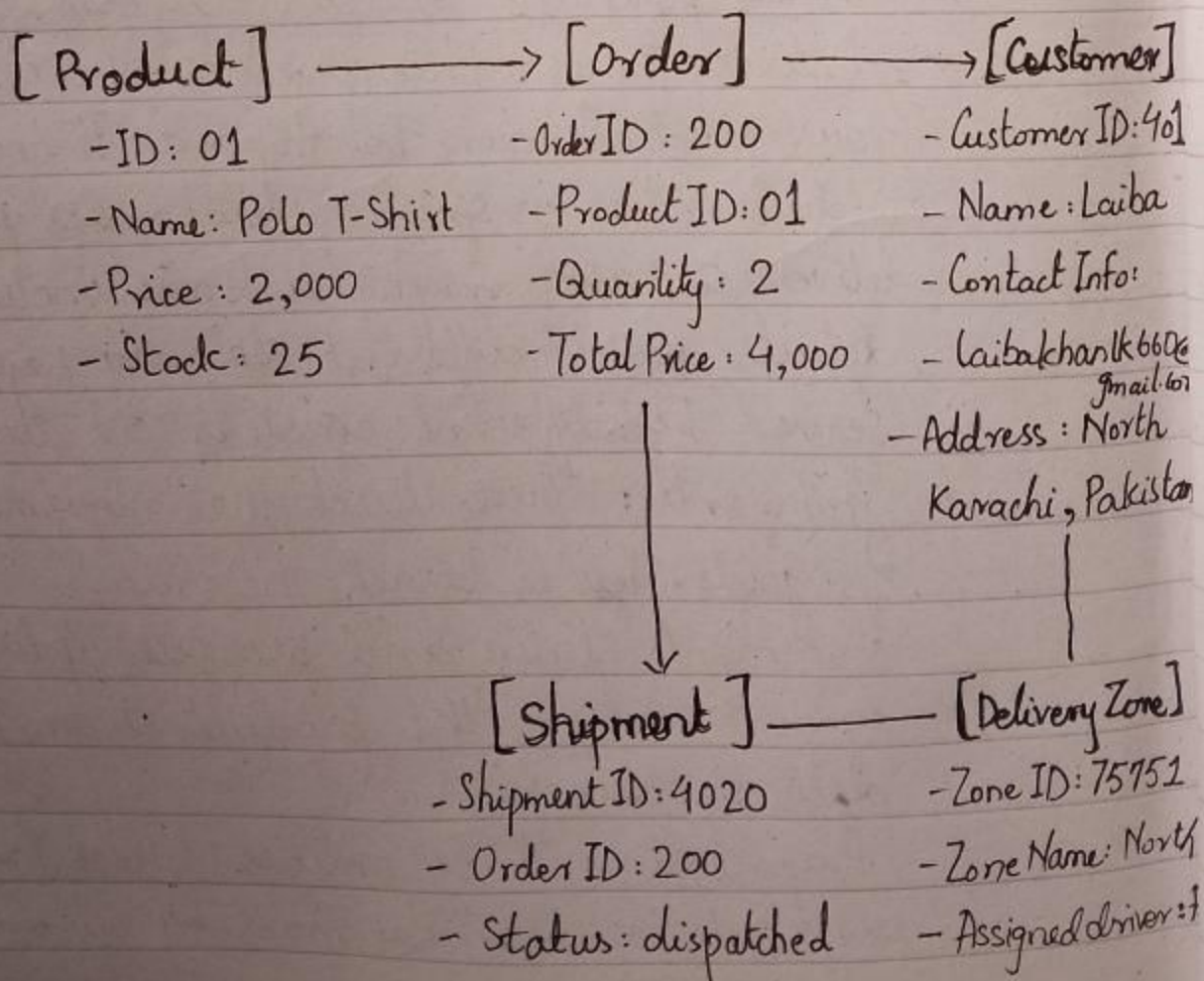
- **Products**: These are the individual items available for purchase.
- **Orders**: These represent a customer's purchase request and include information about the product(s), customer details, status etc.
- **Customers**: These are the users who make purchases on our platform.
- **Delivery Zones**: This provides where your products can be shipped. It could include cities or specific postal codes you deliver to, and might ~~look~~ also includes details about different delivery regions served by different carriers or drivers.
- **Shipments**: These track the movement of goods. You'll track the order shipment status and provide updates on the where the product is in the delivery process.
- **Payments**: These entities track the payment transactions made by customers.

2. Relationship between Entities:-

These entities are related to each other. For example:

- Products are linked to Orders.
- Orders are placed by customers.
- Shipments are associated with Orders.
- Payments are linked to Orders.

3. Simplified Schema diagram:-



PRODUCTS :

Fields

- ID: Unique identifier for each product.
- Name: Name of the product (e.g., "Blue Denim Jacket")
- Price: Cost per unit
- Stock: Quantity available in the inventory.
- Category: E.g., "Men's Clothing", "Women's Clothing"
- Tags: E.g., "New Arrival", "Sale", "Seasonal".
- Description: Detailed description of the product.
- Image URL: Link to the product image.

ORDERS :

Fields

- OrderID: Unique identifier for each order.
- CustomerID: Link to the Customer entity.
- Product details: List of product IDs with quantity & price.
- Status: E.g., "Pending", "Shipped", "Delivered".
- Timestamp: Date & time when the order was placed.
- Total Price: Total Cost of the Order (calculated).

CUSTOMERS :

Fields :

- Customer ID: Unique Identifier.
- Name : Full name
- Contact Info: Email address & Phone Number.
- Shipping address: Address for order delivery.
- Order History: List of past orders placed by the customer.

DELIVERY ZONES :

Fields

- Zone ID : Unique Identifier for each zone.
- Zone Name: E.g., "Zone A", "Zone B".
- Coverage Area: List of cities, towns, or postal code served by this zone.
- Assigned drivers: Details of the drivers of delivery personnel.

Shipments :

Fields :

- Shipment ID : Unique identifier
- Order ID : Linked to the corresponding order.
- Status : E.g., "In transit", "Delivered".
- Delivery date : Expected or actual date of delivery.

Payments :

Fields

- Payment ID : Unique identifier
- Order ID : Links to the order being paid for.
- Amount : Total amount paid.
- Payment Method : E.g., "Credit card", "PayPal".
- Status : E.g., "Pending", "Completed".