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| **1)MUHAMMAD ASADKHALID**  **2)MUHAMMAD YAHYA** | **3)ABDUL MANNAN**  **4)MUHAMMAD ANAS** |

**GROUP MEMBERS:**

**Project Overview: Courier Company Database**

**1. Type of Database:**

We're developing a database tailored for a courier company, storing customer data, shipment details, courier information, package specifics, and payment transactions.

**2. Purpose of the Database:**

It aims to streamline operations by managing shipments, enhancing customer service with real-time updates, facilitating financial management through payment tracking, and supporting data-driven decision-making.

**3. Departments Using the Database:**

We should perform tasks for this department only; it's just our research to make it understandable easily.

**1)Operations/Logistics Department:** Manages couriers, tracks shipments, and optimizes logistics with visualizations like shipment statuses and courier performance.

**2)Finance/Accounting Department:** Records payment transactions and visualizes financial data for revenue tracking and analysis.

**3)Sales and Marketing Department:** Analyzes sales trends and customer demographics to plan targeted marketing campaigns and improve customer engagement.

This database enhances operational efficiency, financial management, and marketing effectiveness, ultimately improving overall company performance and customer satisfaction.