# CROCS DATABASE DESIGN (CASE STUDY)

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~~Introduction:~~

Crocs is one of the biggest online retailers in the world. Today company are looking into Amazon Canada, an e-commerce retail outlet, to understand the needs of customers and make startegies for better holitic growth.

The name of the company is "CROCS"

Mission -At Crocs, the main focus on delivering exceptional customer experiences and driving business growth. We aim to maintain a safe, convenient and scalable items and provides actionable insights to innovate our product offerings and enhance our global supply chain.

The centralization of database information - It is time to collection the necessary information through stakeholder interview meetings (user and management) and also carry out some data collection programs. These steps will help in defining our first characteristic list. The -characteristics list will be reviewed later and used in compiling a complete list of fields (columns) for our table.

The characteristics list gather.

I. Customer name, address, city, state, postal code, phone number, email address, country, and purchase date.
II. Product name, unit price, unit cost, category, stock quantity, ratings, SKU, description, and category names.
III. Order date, amount, ship date, discount, price, Quantity, and Order status.
IV. Store name, location, address, city, state, stock quantity, country, and phone number.
V. Employee name, phone, address, city, state, country, zip code, and department.

**list of attributes from the characteristics .**

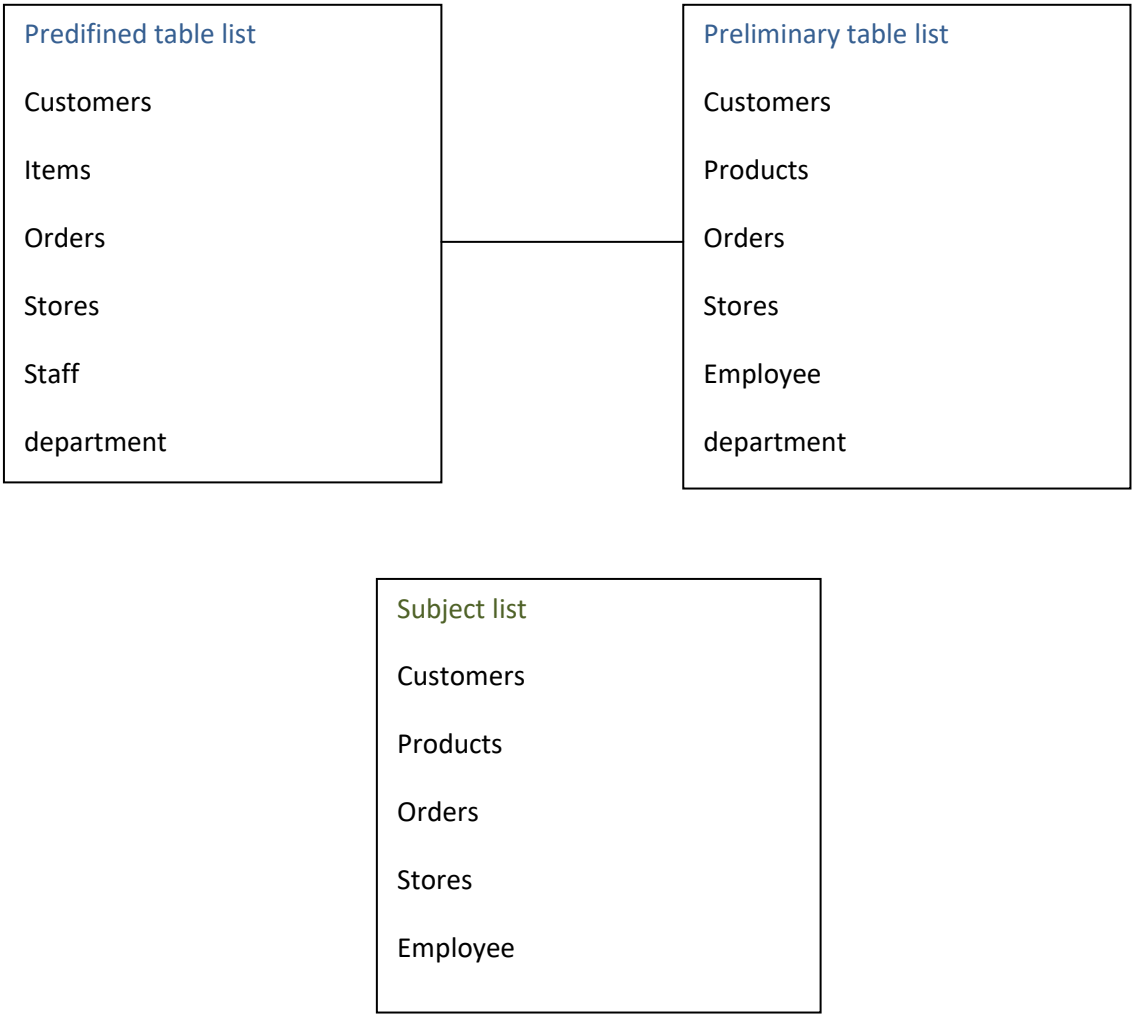
A field helps organize and store one specific type of information about each item in a database.

1 . FirstName , LastName, Address, City, Region, PostalCode, Phone, EmailAddress, Country.

2 . ProductName, UnitPrice, UnitCost, Category, StockQuantity, Ratings, SKU, Description, Category.
3. OrderDate, ShipDate, ShippingAddress, BillingAddress, TotalAmount, OrderStatus.
4. Quantity, UnitPrice, Discount.
5. StoreName, Location, Address, City, State, StockQuantity, Country, Phone.
6. EmployeeName, Phone, Address, City, Region, Country, PostalCode, Department.

7. DepartmentName,

## The description of tables



| Name | Type | Description |
|---|---|---|
| Customers | Data | The Customer Table in the Crocs database stores key details about customers, including customer ID, name, contact information, and addresses, supporting order processing and customer management. |
| Products | Data | The Product Table in the Crocs database stores essential product information, including product ID, name, description, category, price, and stock levels, facilitating inventory and sales management. |
| Orders | Data | The Orders Table in the Crocs database stores critical order details, including order ID, customer ID, product IDs, quantities, order date, shipping date, and status, supporting order tracking and fulfillment. |
| Stores | Data | The Stores Table in the Crocs database stores vital store information, including store ID, name, location, contact details, and employee ID, aiding in store management and operations. |
| OrderDetails | Data | The OrderDetails Table in the Crocs database stores specific order line information, including order ID, product ID, quantity, price, and discount, facilitating detailed order processing and inventory management. |
| Employees | Data | The Employees Table in the Crocs database stores essential employee information, including employee ID, name, department, contact details, etc, supporting human resources and staff management. |
| Department | Data | The Department Table in the Crocs database stores key department information, including department ID, name, and manager ID, facilitating organizational structure and department management. |

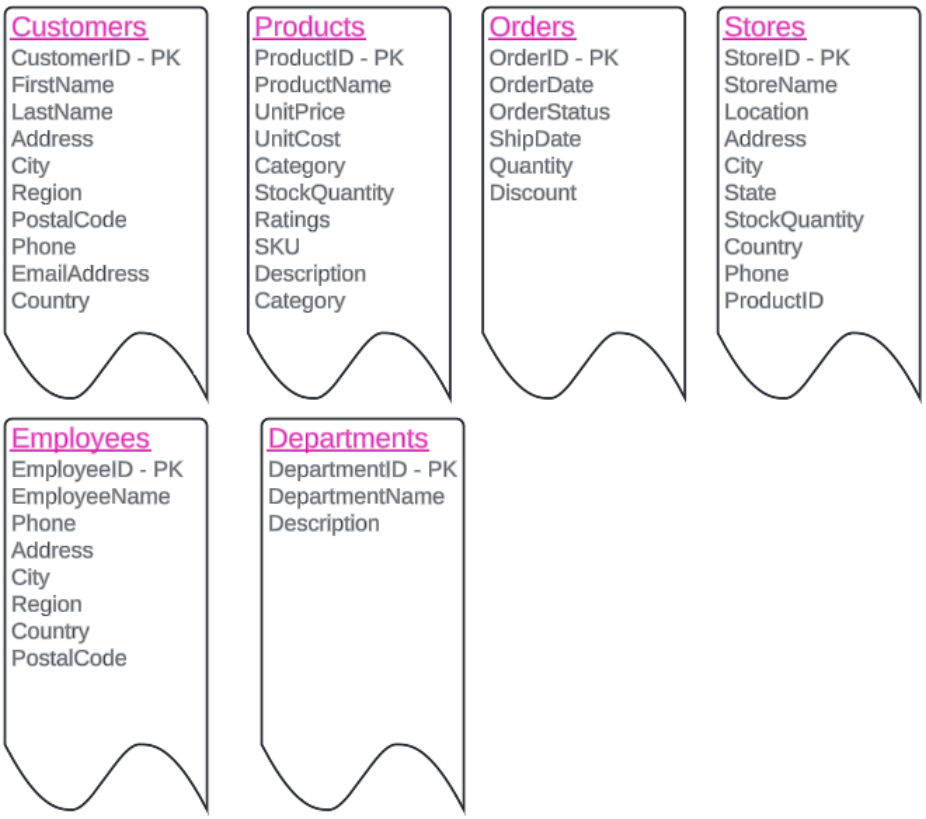
## Establishing Table Relationships

Keys are mainly used to establish and enforce data integrity and relationships between tables. They ensure that every record in a table is uniquely identified. There are four main types of keys. However, our main focus in the database is primary and foreign keys.

Candidate Key

Primary Key

Foreign Key




Non keys

Conculsion, the ERD provides a visual representation of how different entities are connected in the database, helping to understand the relationships and structure of the data model. Better Access to Information: Everyone can easily find and use the same information, like how many products are in stock or what customers like to buy.

Consistent Inventory: Each store knows exactly what they have,

run out of popular items, and they can keep track of everything more easily.

Knowing Customers Better: By keeping track of who shops at Crocs

can offer better service and products that customers like.

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