

PROJECT REPORT
on
ONLINE SHOP MANAGEMENT SYSTEM

*submitted towards the partial fulfilment of the
requirement for the award of the degree of*

Bachelor of Technology

In

Information Technology

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Department of Information Technology

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DECLARATION

We hereby certify that the work, which is presented in the Project entitled “**Online Shop Management System**” in fulfilment of the requirement for the award of the Degree of Bachelor of Technology in Information Technology and submitted to the Department of Information Technology, Delhi Technological University, Delhi, carried out under the subject teacher of **Ms. Geetanjali Bhola**.

The work presented in this report has not been submitted and not under consideration for the award for any other course/degree of this or any other Institute/University.

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B-Tech Information Technology

B-Tech Information Technology

ACKNOWLEDGEMENT

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In addition, we would like to thank Department of Information Technology, Delhi Technological University for giving us the opportunity to work on this topic.

ABSTRACT

Any retail company, it revolves around transactions, inventory, employees and, of course, its customers. This database will keep detailed information about everything involved in everyday business. A database will be able to be used by employees, managers, and business owners and will provide them with the tools required in their job. It will increase sales by giving information to an employee on a stock, provide adequate training, and customer awareness. Sales will also increase because businesses can communicate discounts and special events to their customers as well as tailor their advertisements based on past purchases. A database will also increase efficiency because managers will know when something is out of stock and to order more or if there is a hidden pile in the store. Thus, the utilization of a database in a retail business is crucial.

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INTRODUCTION

Any retail company, it revolves around transactions, inventory, employees and, of course, its customers. This database will keep detailed information about everything involved in everyday business. Without a database, Retailers would struggle with losing track of inventory, inefficient transaction recording, missing customer information, and little to no employee sale records. With no proper inventory tracking employees cannot tell customers what is in stock or how many are left this can result in not only a frustrated customer but a loss in sales. It leaves employees helpless to properly perform their jobs. Businesses are also unable to properly record transaction histories so activities like returns or customers trying to remember what they bought in the past become much more difficult. Keeping track of past customer purchases also provides information about the customer so the business can tailor their notifications or advertisements for things that they would like. A database would also give businesses the tool to keep customer information such as an email address and phone number so they can communicate with their customers more frequently. Without a database, businesses are also unable to keep sale statistics on their employees. Know which employee is selling the most can give managers the opportunity to reward employees and train those who are not performing as well. Thus, making this a crucial tool for businesses, employee, and managers.

BUSINESS RULES AND USER REQUIREMENTS

1. A Customer can have zero to many orders. An Order can have one and only one customer.
2. Every Customer is identified by its Customer ID. Customer first name, last name, and phone number are kept in the system for every customer.
3. Each Customer has zero to many Payment. A Payment belongs to one and only one Customer.
4. A Customer has one to many Address. Each Address belongs to one and only one Customer.
5. An Address is identified by Address ID and its Address line is kept in the system. Also, Customer ID and Zip Code ID are foreign key identifier.
6. An Address has one and only one Zip Code. Each Zip Code belongs to one to many Address.
7. Zip Code is identified by its Zip Code ID and its state and city are kept in the system.
8. A Payment is identified by its Payment ID and Payment Type. Customer ID and Employee ID are kept in the system for each Payment.
9. Payment of one and only one is processed by Employee. An employee can process zero to many Payment.
10. An Employee is identified by its Employee ID. Employee first name, last name, and salary are kept in the system for each Employee.
11. Each Order is identified by its Order ID. Shipment duration, order date, and status are kept in the system.
12. Each Order has zero to many Order Line. Every Order Line is associated with one and only one Order.

13. Order Line is identified by its Product ID and Order ID. Order Line date of order and quantities are kept in the system for every Order Line.

14. Every Order Line has one and only one Ordered Product. Each Ordered Product can have zero to many Order Line.

15. Ordered Product is identified by its Ordered Product ID. Ordered Product quantity, product price, and foreign key Product ID are kept in the system for each Ordered Product. Ordered Product has a foreign key identifier Product ID, which has relation with Product.

16. Each Ordered Product is a part of one and only one Product. A product can be part of zero to many Ordered Product.

17. A product is identified by its Product ID. Product name, group id, and supplier id are kept in the system for each Product.

18. A Product has one and only one supplier. A Supplier provides zero to many Products.

19. A Supplier is identified by its Supplier ID. Supplier name, phone number and email are kept in the system for each Supplier.

20. A Product has one or many Product Details. Every Product Details (size and colour) has details of one only one Product.

21. Every Product is part of one and only Product Group. A Product Group has zero to many product.

22. Product Group is identified by its Group ID. Group ID name is kept in the system for each Product Group.

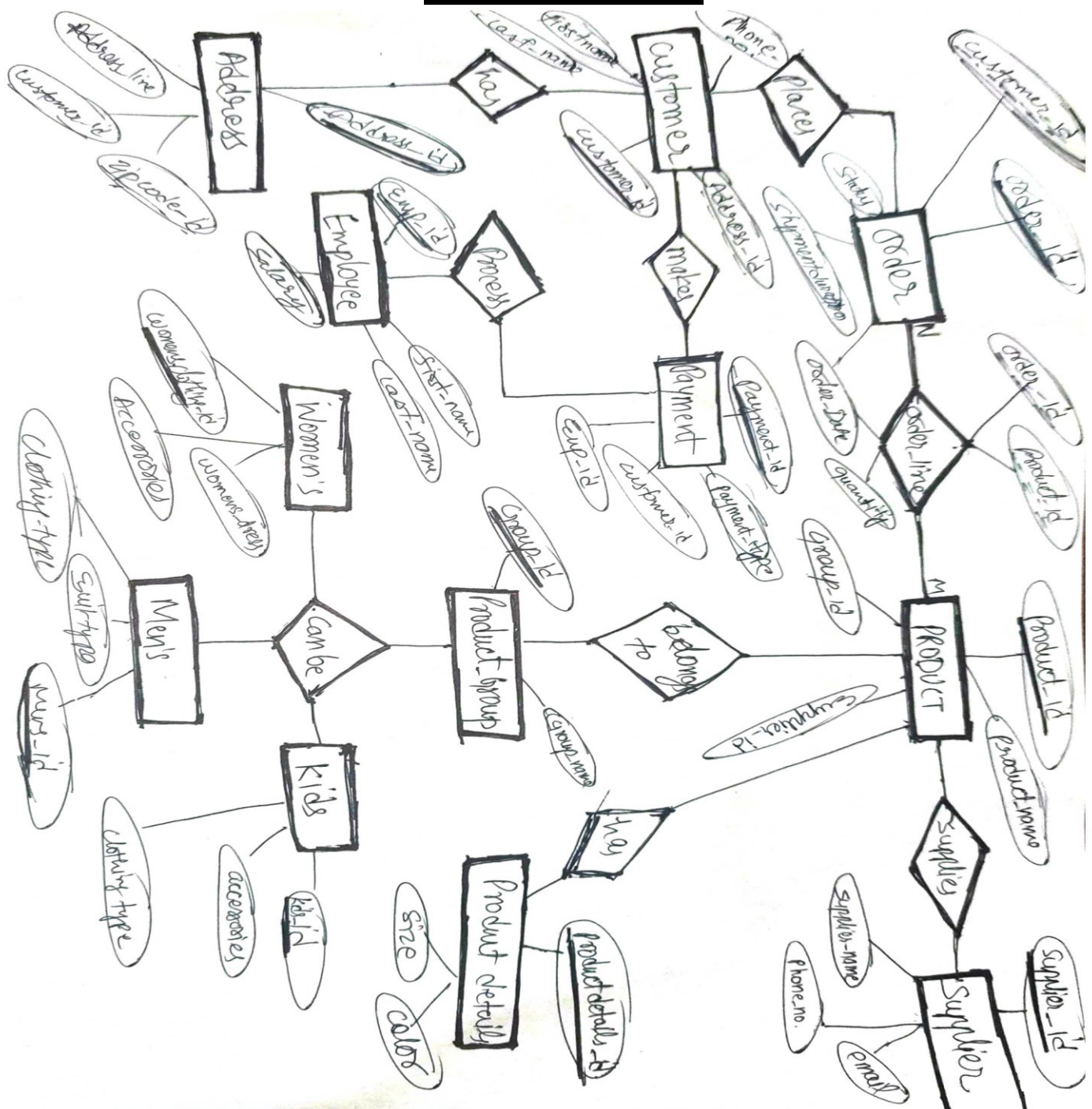
23. A Product Group has two subtypes: Men's clothing and Women's Clothing.

24. Men's clothing keeps men's accessories and suits types in the system. For Women's clothing, women's accessories and dress types are kept in the system.

USER REQUIREMENTS

1. A user can create a customer account.
2. A user can edit their personal profile with a new address or payment.
3. A user can create a new order.
4. A user can view order history.
5. A user can check order status.

ER DIAGRAM



IDENTIFICATION OF ENTITIES

❖ Employee	❖ Product
❖ Customer	❖ Product Group
❖ Address	❖ Men's Clothing
❖ Zip Code	❖ Women's Clothing
❖ Order	❖ Product Description
❖ Order Line	❖ Supplier
❖ Order Product	

DESCRIPTION OF ENTITIES

- Employee- Any person who is employed as a part of the company staff.
Attributes: EmployeeID, EmpFirst_Name, EmpLast_Name, Salary.
- Customer- A person who buys products with cash or credit card. Attributes:
CustomerID, First_Name, Last_Name, Phone_Number.
- Address - Address to which a particular order must be delivered. Attributes:
AddressID, Address_line.
- Zip Code - Zip details of customers address is included. Attributes: ZipCode,
City, State
- Payment- This table holds payment and payment type. Attributes: Payment_ID,
Payment_Type,
- Order - This table holds the status of the order whether the order is delivered or
not and the shipment option given by the customer. Attributes:
Order_ID, Shipment_Duration, Order_Date, Status.
- Order Line - OrderLine contains the details like date and quantity of items
purchased. Attributes: Date of Order, Quantity

- Ordered Product- This contains the details of quantity of product that customer ordered. Attributes: OrderProduct_ID, Quantity → Product -It is a form of good that is purchased by customer. Attributes: ProductID, Product_Name, Group_ID, Supplier_ID.
- Product Details – Product details contains the description of particular product. Attributes: Size, Color
- Product Group – Product group tells to which category the product belongs to. Attributes: Group_ID, Group_Name Men's Clothing - Part of the Product group includes clothes that meant for men. Attributes: Men's accessories, Suit types Women's Clothing - Part of the Product group includes clothes that meant for women. Attributes: Women's accessories, Dress Types.
- Supplier- Any person or entity that supplies products. Attributes: Supplier_ID, Supplier_Name, Supplier_Phone.

RELATIONSHIPS

- Zip code is in the address
- Customer will have an address
- Customer places an order
- Order contains order line
- Order line lists ordered product
- Product is supplied by a supplier
- Product has product details
- Product belongs to a group Product group can be men's or women's clothing
- Customer makes a payment Employee processes a payment.

SQL “CREATE TABLE” AND “INSERT ROWS” SCRIPT

CREATE TABLE APRODUCT

**("PRODUCT_ID" NUMBER,
"PRODUCT_NAME" VARCHAR2(30),
"GROUP_ID" NUMBER,
"SUPPLIER_ID" NUMBER,
CONSTRAINT "1PRODUCT_PK" PRIMARY KEY ("PRODUCT_ID")
);**

Insert into APRODUCT (Product_ID,Product_Name,Supplier_ID) VALUES (1,'T-shirt', 1);

Insert into APRODUCT (Product_ID,Product_Name,Supplier_ID) VALUES (2,'Shoes', 2);

Insert into APRODUCT (Product_ID,Product_Name,Supplier_ID) VALUES (3,'Glasses', 3)

CREATE TABLE APRODUCTDETAIL

**("PRODUCTDETAIL_ID" NUMBER,
"1SIZE" VARCHAR2(5),
"COLOR" VARCHAR2(30),
CONSTRAINT "1PRODUCTDETAIL_PK" PRIMARY KEY ("PRODUCTDETAIL_ID")
);**

Insert into APRODUCTDETAIL VALUES (1,'M','Blue');

Insert into APRODUCTDETAIL VALUES (2,'L', 'White');

Insert into APRODUCTDETAIL VALUES (3,'XL', 'Black');

CREATE TABLE APRODUCTGROUP

**("GROUP_ID" NUMBER,
"GROUP_NAME" VARCHAR2(30),
CONSTRAINT "1PRODUCTGROUP_PK" PRIMARY KEY ("GROUP_ID")
);**

Insert into APRODUCTGROUP (Group_ID,Group_Name) VALUES (1,'Mens');

Insert into APRODUCTGROUP (Group_ID,Group_Name) VALUES (2,'Womens');

Insert into APRODUCTGROUP (Group_ID,Group_Name) VALUES (3,'Kids');

CREATE TABLE AMENSCLOTHING

```
( "MENS_CLOTHING_ID" NUMBER,  
"MENS_ACCESSORIES" VARCHAR2(30),  
"SUIT_TYPES" VARCHAR2(30),  
CONSTRAINT "MEN'S_CLOTHING_PK" PRIMARY KEY ("MENS_CLOTHING_ID")  
);
```

```
Insert into AMENS_CLOTHING (MENS_CLOTHING_ID, MENS_ACCESSORIES, SUIT_TYPES) VALUES  
(1,'Watches', 'Tuxedo');
```

```
Insert into AMENS_CLOTHING (MENS_CLOTHING_ID, MENS_ACCESSORIES, SUIT_TYPES) VALUES  
(2,'Glasses', 'Wedding');
```

```
Insert into AMENS_CLOTHING (MENS_CLOTHING_ID, MENS_ACCESSORIES, SUIT_TYPES) VALUES  
(3,'Headbands', 'Lounge');
```

CREATE TABLE KIDS

```
( "KIDS_ID" NUMBER,  
"ACCESSORIES" VARCHAR2(30),  
"CLOTHING_TYPE" VARCHAR2(30),  
CONSTRAINT "1KIDS_PK" PRIMARY KEY ("KIDS_ID")  
);
```

```
Insert into KIDS (kids_id,Accessories,Clothing_Type) VALUES (1,'Hats', 'Pants');
```

```
Insert into KIDS (kids_id,Accessories,Clothing_Type) VALUES (2,'Belts', 'Shirts');
```

```
Insert into KIDS (kids_id,Accessories,Clothing_Type) VALUES (3,'watches', 'Shoes');
```

CREATE TABLE "AWOMENS_CLOTHING"

```
( "WOMENS_CLOTHING_ID" NUMBER,  
"WOMENS_ACCESSORIES" VARCHAR2(30),  
"DRESS_TYPES" VARCHAR2(30),  
CONSTRAINT "1WOMEN'S_CLOTHING_PK" PRIMARY KEY ("WOMENS_CLOTHING_ID")  
);
```

```
Insert into AWOMENS_CLOTHING  
(WOMENS_CLOTHING_ID,WOMENS_ACCESSORIES,DRESS_TYPES) VALUES (1,'Glasses', 'Slip');
```

```
Insert into AWOMENS_CLOTHING  
(WOMENS_CLOTHING_ID,WOMENS_ACCESSORIES,DRESS_TYPES) VALUES (2,'Belts', 'Party');
```

```
Insert into AWOMENS_CLOTHING  
(WOMENS_CLOTHING_ID,WOMENS_ACCESSORIES,DRESS_TYPES) VALUES (3,'Bows', 'Gown');
```

CREATE TABLE ACUSTOMER

```
("CUSTOMER_ID" NUMBER,  
"FIRST_NAME" VARCHAR2(30),  
"LAST_NAME" VARCHAR2(30),  
"PHONE_NUMBER" NUMBER,  
"ADDRESS_ID" NUMBER,  
CONSTRAINT "ACUSTOMER_PK" PRIMARY KEY ("CUSTOMER_ID")  
);
```

```
Insert into ACUSTOMER (Customer_ID, First_Name, Last_Name, Phone_Number) VALUES (1, 'Pawan',  
'Aryan', 8043565122);
```

```
Insert into ACUSTOMER (Customer_ID, First_Name, Last_Name, Phone_Number) VALUES (2, 'Praveen',  
'Kumar', 8046987564);
```

```
Insert into ACUSTOMER (Customer_ID, First_Name, Last_Name, Phone_Number) VALUES (3, 'Ravi', 'Arya',  
2526544891);
```

```
CREATE TABLE AADDRESS
```

```
("ADDRESS_ID" NUMBER,  
"ADDRESS_LINE" VARCHAR2(30),  
"CUSTOMER_ID" NUMBER,  
"ZIPCODE_ID" NUMBER,  
CONSTRAINT "AADDRESS_PK" PRIMARY KEY ("ADDRESS_ID")  
);
```

```
Insert into AADDRESS (ADDRESS_ID, ADDRESS_LINE, CUSTOMER_ID, ZIPCODE_ID) VALUES (1,  
'348 Timarpur', 1, 1);
```

```
Insert into AADDRESS (ADDRESS_ID, ADDRESS_LINE, CUSTOMER_ID, ZIPCODE_ID) VALUES (2,  
'141 Almora', 2, 2);
```

```
Insert into AADDRESS (ADDRESS_ID, ADDRESS_LINE, CUSTOMER_ID, ZIPCODE_ID) VALUES (3,  
'507 Burari',3, 3);
```

```
CREATE TABLE AZIPCODE
```

```
("ZIPCODE_ID" NUMBER,  
"ZIPCODE" NUMBER,  
"STATE" VARCHAR2(30),  
"CITY" VARCHAR2(30),  
CONSTRAINT "AZIPCODE_PK" PRIMARY KEY ("ZIPCODE_ID")  
);
```

```
Insert into AZIPCODE (ZIPCODE_ID, ZIPCODE, STATE, CITY) VALUES (1, '110054', 'Delhi', 'Delhi');
```

Insert into AZIPCODE (ZIPCODE_ID, ZIPCODE, STATE, CITY) VALUES (2, '263638', 'Uttarakhand', 'Almora');

Insert into AZIPCODE (ZIPCODE_ID, ZIPCODE, STATE, CITY) VALUES (3, '110007', 'Delhi', 'Delhi');

CREATE TABLE AORDER

("ORDER_ID" NUMBER,

"CUSTOMER_ID" NUMBER,

"SHIPMENT_DURATION" NUMBER,

"ORDER_DATE" DATE,

"STATUS" VARCHAR2(30),

CONSTRAINT "AORDER_PK" PRIMARY KEY ("ORDER_ID")

);

Insert into AORDER (Order_ID, Customer_ID, Shippment_Duration, Order_Date, Status) VALUES (1, 1, 3, TO_DATE ('2022/02/15', 'yyyy/mm/dd'), 'Shipped');

Insert into AORDER (Order_ID, Customer_ID, Shippment_Duration, Order_Date, Status) VALUES (2, 2, 5, TO_DATE ('2022/03/05', 'yyyy/mm/dd'), 'Pending');

Insert into AORDER (Order_ID, Customer_ID, Shippment_Duration, Order_Date, Status) VALUES (3, 3, 7, TO_DATE ('2022/03/18', 'yyyy/mm/dd'), 'Pending');

CREATE TABLE AORDER_LINE

("PRODUCT_ID" NUMBER,

"ORDER_ID" NUMBER,

"ORDER_DATE" DATE,

"QUANTITY" NUMBER,

CONSTRAINT "AORDER_LINE_PK" PRIMARY KEY ("PRODUCT_ID")

);

INSERT INTO AORDER_LINE (PRODUCT_ID, ORDER_ID, ORDER_DATE, QUANTITY) VALUES (1, 1, TO_DATE ('2022/02/15', 'yyyy/mm/dd'), 2);

INSERT INTO AORDER_LINE (PRODUCT_ID, ORDER_ID, ORDER_DATE, QUANTITY) VALUES (2, 2, TO_DATE ('2022/03/07', 'yyyy/mm/dd'), 4);

INSERT INTO AORDER_LINE (PRODUCT_ID, ORDER_ID, ORDER_DATE, QUANTITY) VALUES (3, 3, TO_DATE ('2022/03/07', 'yyyy/mm/dd'), 6);

CREATE TABLE AEMPLOYEE

("EMPLOYEE_ID" NUMBER,

"EMPFIRST_NAME" VARCHAR2(30),

"EMPLAST_NAME" VARCHAR2(30),

"SALARY" NUMBER,

CONSTRAINT "AEMPLOYEE_PK" PRIMARY KEY ("EMPLOYEE_ID")

);

Insert into AEMPLOYEE (Employee_ID, EmpFirst_name, EmpLast_Name, Salary) VALUES (1, 'Sourabh', 'Joshi', 30125);

Insert into AEMPLOYEE (Employee_ID, EmpFirst_name, EmpLast_Name, Salary) VALUES (2, 'Rahul', 'Sharma', 25890);

Insert into AEMPLOYEE (Employee_ID, EmpFirst_name, EmpLast_Name, Salary) VALUES (3, 'Sarah', 'Roy', 32540);

CREATE TABLE APAYMENT

("PAYMENT_ID" NUMBER,

"PAYMENT_TYPE" VARCHAR2(30),

"CUSTOMER_ID" NUMBER,

"EMPLOYEE_ID" NUMBER,

CONSTRAINT "APAYMENT_PK" PRIMARY KEY ("PAYMENT_ID")

);

Insert into APAYMENT (Payment_ID, Payment_Type, Customer_ID, Employee_ID) VALUES (1, 'Credit', 1, 1);

Insert into APAYMENT (Payment_ID, Payment_Type, Customer_ID, Employee_ID) VALUES (2, 'Cash', 2, 2);

Insert into APAYMENT (Payment_ID, Payment_Type, Customer_ID, Employee_ID) VALUES (3, 'Gpay', 3, 3);

Insert into APAYMENT (Payment_ID, Payment_Type, Customer_ID, Employee_ID) VALUES (4, 'Phone Pay', 4, 4);

Insert into APAYMENT (Payment_ID, Payment_Type, Customer_ID, Employee_ID) VALUES (5, 'Debit', 5, 5);

Insert into APAYMENT (Payment_ID, Payment_Type, Customer_ID, Employee_ID) VALUES (6, 'Check', 6, 6);

CREATE TABLE ASUPPLIER

("SUPPLIER_ID" NUMBER,

"SUPPLIER_NAME" VARCHAR2(30),

"SUPPLIER_PHONE" NUMBER,

"SUPPLIER_EMAIL" VARCHAR2(30),

CONSTRAINT "1SUPPLIER_PK" PRIMARY KEY ("SUPPLIER_ID")

);

Insert into ASUPPLIER (Supplier_ID, Supplier_Name, Supplier_Phone, Supplier_email) VALUES (1, 'Walmart', 804352221, 'wal@walmart.com');

Insert into ASUPPLIER (Supplier_ID, Supplier_Name, Supplier_Phone, Supplier_email) VALUES (2, 'Target', 7032551666, 'tar@target.com');

Insert into ASUPPLIER (Supplier_ID, Supplier_Name, Supplier_Phone, Supplier_email) VALUES (3, 'BestBuy', 8045552544, 'Best@bestbuy.com');

SELECT COMMANDS

```
select * from aproduct;
```

Results Explain Describe Saved SQL History

PRODUCT_ID	PRODUCT_NAME	GROUP_ID	SUPPLIER_ID
1	T-shirt	1	1
2	Shoes	2	2
3	Glasses	2	3

```
select * from asupplier;
```

Results Explain Describe Saved SQL History

SUPPLIER_ID	SUPPLIER_NAME	SUPPLIER_PHONE	SUPPLIER_EMAIL
1	Walmart	804352221	wal@walmart.com
2	Target	7032551666	tar@target.com
3	BestBuy	8045552544	Best@bestbuy.com

```
select * from amensclothing;
```

Results Explain Describe Saved SQL History

MENSCLOTHING_ID	MENS_ACCESSORIES	SUIT_TYPES
1	Watches	Tuxedo
2	Glasses	Wedding
3	Headbands	Lounge

```
select * from kids;
```

Results Explain Describe Saved SQL History

KIDS_ID	ACCESSORIES	CLOTHING_TYPE
1	Hats	Pants
2	Belts	Shirts
3	watches	Shoes

```
select * from acustomer;
```

Results Explain Describe Saved SQL History

CUSTOMER_ID	FIRST_NAME	LAST_NAME	PHONE_NUMBER	ADDRESS_ID
1	Pawan	Aryan	8043565122	2
2	Praveen	Kumar	8046987564	3
3	Ravi	Arya	2526544891	1
4	Suraj	Roy	8043565122	2
5	Sachin	Yadav	8046987564	3
6	Raj	Arya	2526544891	1

```
select * from azipcode;
```

Results Explain Describe Saved SQL History

ZIPCODE_ID	ZIPCODE	STATE	CITY
1	110001	Delhi	New Delhi
2	110054	Delhi	Timarpur
3	110007	Delhi	Burari
4	110007	Delhi	Delhi University
5	110054	Delhi	Civil lines
6	110007	Delhi	Kamla Nagar

```
select * from aaddress;
```

Results Explain Describe Saved SQL History

ADDRESS_ID	ADDRESS_LINE	CUSTOMER_ID	ZIPCODE_ID
1	348 Timarpur	1	1
2	141 Almora	2	2
3	507 Burari	3	3

```
select * from aorder_line;
```

Results Explain Describe Saved SQL History

PRODUCT_ID	ORDER_ID	ORDER_DATE	QUANTITY
1	1	15-FEB-22	2
2	2	07-MAR-22	4
3	3	07-MAR-22	6

```
select * from aemployee;
```

Results Explain Describe Saved SQL History

EMPLOYEE_ID	EMPFIRST_NAME	EMPLAST_NAME	SALARY
1	Sourabh	Joshi	30125
2	Rahul	Sharma	25890
3	Sarah	Roy	32540

```
select * from apayment;
```

Results Explain Describe Saved SQL History

PAYMENT_ID	PAYMENT_TYPE	CUSTOMER_ID	EMPLOYEE_ID
1	Credit	1	1
2	Cash	2	2
3	Gpay	3	3

```
select * from aorder;
```

Results Explain Describe Saved SQL History

ORDER_ID	CUSTOMER_ID	SHIPPMENT_DURATION	ORDER_DATE	STATUS
1	1	3	15-FEB-22	Shipped
2	2	5	05-MAR-22	Pending
3	3	7	18-MAR-22	Pending

QUERIES

```
SELECT first_name, last_name from acustomer;
```

Results Explain Describe Saved SQL History

FIRST_NAME	LAST_NAME
Pawan	Aryan
Praveen	Kumar
Ravi	Arya
Suraj	Roy
Sachin	Yadav
Raj	Arya

```
select address_line from address;
```

Results Explain Describe Saved SQL

ADDRESS_LINE
348 Timarpur
141 Almora
507 Burari
348 Burari
141 Timarpur
507 Burari

```
select empfirst_name, emplast_name
from aemployee;
```

Results Explain Describe Saved SQL

EMPFIRST_NAME	EMPLAST_NAME
Sourabh	Joshi
Rahul	Sharma
Sarah	Roy

```
select empfirst_name, emplast_name , salary
from aemployee;
```

Results Explain Describe Saved SQL History

EMPFIRST_NAME	EMPLAST_NAME	SALARY
Sourabh	Joshi	30125
Rahul	Sharma	25890
Sarah	Roy	32540

```
select state, city, zipcode from acustomer aa, aaddress bb, azipcode cc
where aa.customer_id = bb.customer_id
and bb.zipcode id = cc.zipcode id
and cc.zipcode = 110054;
```

Results Explain Describe Saved SQL History

STATE	CITY	ZIPCODE
Delhi	Timarpur	110054
Delhi	Timarpur	110054

```
select first_name, last_name, state, city, address_line, phone_number
from acustomer aa, aaddress bb, azipcode cc
where aa.customer_id = bb.customer_id
and bb.zipcode id = cc.zipcode id;
```

Results Explain Describe Saved SQL History

FIRST_NAME	LAST_NAME	STATE	CITY	ADDRESS_LINE	PHONE_NUMBER
Pawan	Aryan	Delhi	New Delhi	348 Timarpur	8043565122
Sachin	Yadav	Delhi	Timarpur	141 Timarpur	8046987564
Praveen	Kumar	Delhi	Timarpur	141 Almora	8046987564
Raj	Arya	Delhi	Burari	507 Burari	2526544891
Suraj	Roy	Delhi	Burari	348 Burari	8043565122
Ravi	Arya	Delhi	Burari	507 Burari	2526544891

CONCLUSION

A database will be able to be used by employees, managers, and business owners and will provide them with the tools required in their job. It will increase sales by giving information to an employee on a stock, provide adequate training, and customer awareness. Sales will also increase because businesses can communicate discounts and special events to their customers as well as tailor their advertisements based on past purchases. A database will also increase efficiency because managers will know when something is out of stock and to order more or if there is a hidden pile in the store. Thus, the utilization of a database in a retail business is crucial.