

Fashion Rental Management Database System

Background

With the rapidly changing fashion trends and need of prioritizing affordability and sustainability “TrendRentalDB” is our solution that allows customers to rent designer clothing and accessories instead of buying it. This business model has gained significant traction in recent years, as more and more people seek access to high-end fashion without the need to purchase expensive items outright. However, managing such a large inventory and execution of orders can lead to inventory management issues and inefficient use of resources. This database project aims at efficiently managing fashion rentals that will help customers easily find and rent the items they desire and enable fashion rental companies to provide better service and meet customer needs.

Purpose

The purpose of this fashion rental management database project is to streamline the processes and provide all stakeholders real-time access to data, which will help the business attract more customers while reducing costs and wait times and helping customers cut down on the impulsive and redundant shopping habits. Customers will have access to a significant selection of merchandise, where they can explore, make rental bookings, and track their rental history. With the database, the company can track customers' browsing behavior, identify the most popular fashion rental categories and make informed decisions about efficient inventory restocking and management, thereby providing a better rental experience to customers.

Objectives:

The scope of this database project includes but is not limited to:

- Optimized management of inventory to ensure the ability to add, update, and remove items from the inventory, tracking most browsed and frequently rented categories and reduce overstocking.
- Streamline the rental process to improve resource effectiveness and cut down on customer wait times.
- Improve customer experience through user feedback/reviews and rental trends to make profitable business decisions.
- Provide real-time data and analytics through visualization to make informed business decisions and launch relatable marketing strategies.