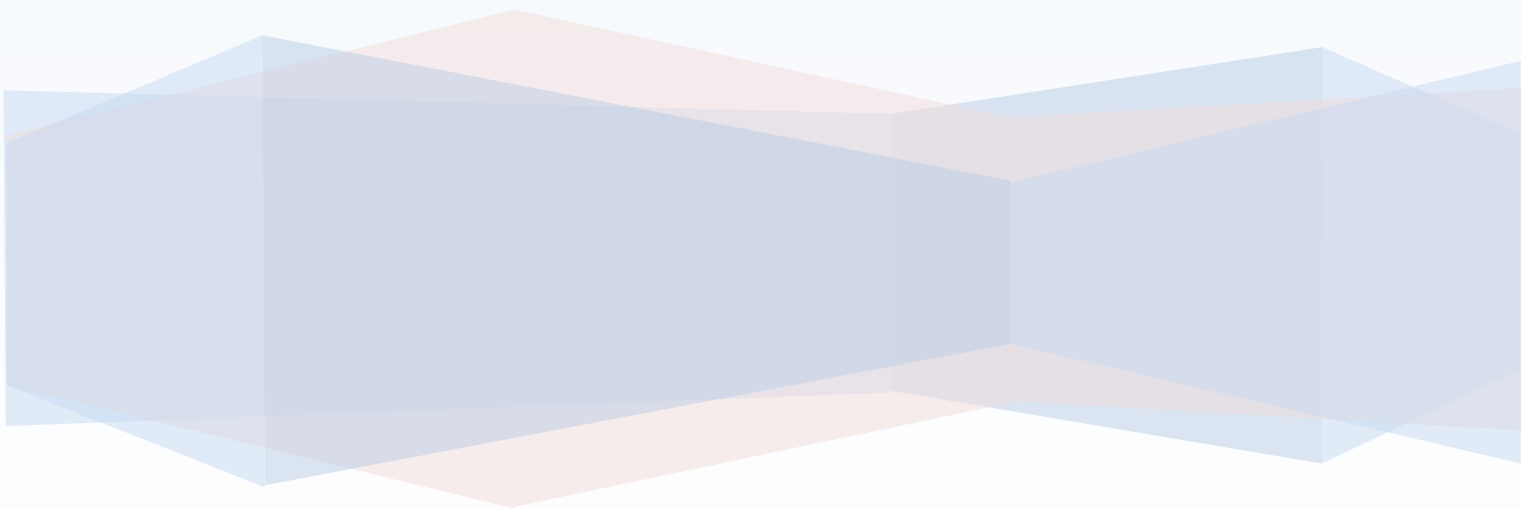# COS20015 – Fundamentals of Data Management

Database Proposal

LIM JIA LOK (101212631)

Purpose of the system

The reason for the system to exist is to record the data of the kickstarter projects and its reception. The database helps mainly kickstarter companies and investor companies to monitor the trend in the market and could produce a product with an already set audience. The database would be called Kickstarter Projects and their Reception Database System.

Why do we need it

With the emergence and popularity of the various crowdfunding platforms such as Kickstarter, and Indiegogo, it has become clear that a database is needed to record the relevant details so it could be analysed and used to identify the next trend in order to capitalise on an audience that is willing to part with their money. For the purpose of this database, I would like to use kickstarter as it is widely used. This database is very crucial because it helps kickstarter companies and investor companies. In terms of kickstarter companies, this helps them to identify which product is currently trending and will help in deciding their next project. By analysing the funding goal, they could properly budget their project. Besides, it will help them to identify their audience and whether a project have a chance in the market to be successful. It also help them to decide upon a PR plan by analysing the engagement rate of projects with the audience. On top of that, they could also analyse how they should communicate with their backers. The database helps to check on who they should hire for their community manager as those who are experienced in the same field or category of project will greatly help in explaining or communicating with the backers. The same could be said for the social media managers. The success of the project can be measured by the coverage and the general reception towards it. This is the final step for them to ensure future success and also act as an assurance their kickstarter plan is successful and free of controversy. As for investor companies, the same said above also applies for them. However, as an added advantage, they could recognise which companies have value and worth investing into. An example for this is the Oculus Rift acquisition by Facebook. Oculus Rift used to be a kickstarter project that manages to crowdfund for a VR gear. Its success manages to start a trend for other companies to make their own VR gears like HTC Vive and Playstation VR. Not only, that but it started a trend of offshoot VR gear such as the smartphone VR gear.

Business Rules

One company can create many projects. Many projects can be backed by many backers. So there would a weak entity called backing in between. Thus, one project can have many backing while one backer can have many backing. Going back to company, many companies can employ many social media managers. A weak entity called social hiring is in between. One company can have many social hiring while one social media manager can have many social hiring as they could be employed by other companies or be employed by other company in the future. Many platform can be used by many social media managers. A weak entity called posting is in between. One platform can have many posting while one social media manager can have many postings. Going back to company, many companies can hire many community managers. A weak entity called community hiring is in between. One company can have many community hiring while one community manager can have many community hiring. When a backer back a project, they are entitled to comment on the discussion board or updates. When a community manager is hired, he or she can provide updates to the discussion board. Many community hiring can have many backing. A weak entity called discussion board is in between. The community managers communicate with the backers. One community hiring can update have many discussion board while one backing can comment on many discussion boards. Going back to project, many website can report on many projects. A weak entity called coverage in between. One project can have many coverage while one website can have many coverage.

Social Platform

PK	**PlatformID**
	PlatformName
	PlatformCompany

Posting

PK,FK1	**SocManager**
PK,FK1	**CompanyID**
PK,FK2	**PlatformID**
	Likes
	EngageRate

Website

PK	**SiteID**
	SiteName
	SiteAddress
	SubjectSpecialty

Coverage

PK,FK1	**SiteID**
PK,FK2	**ProjectID**
PK,FK2	**FundStartDate**
PK	**CovTime**
PK	**CovDate**
	Headlines
	Summary
	ReviewRating

Social Media Manager

PK	**SocManagerID**
	SocManagerName
	SocManagerContact
	SocManagerAddress

Social Hiring

PK,FK1	**SocManagerID**
PK,FK2	**CompanyID**
	SocDateHired

Company

PK	**CompanyID**
	CompanyName
	CompanyDateCreated
	CompanyContact
	CompanyAddress
	Description

Project

PK	**ProjectID**
PK	**FundStartDate**
FK1	CompanyID
	ProjectName
	FundEndDate
	FundingGoal
	Category

Backing

PK,FK1	**ProjectID**
PK,FK1	**FundStartDate**
PK,FK2	**BackerI D**
PK	**BackTime**
PK	**BackDate**
	AmountPledge
	Currency
	Status

Backers

PK	**BackerID**
	BackerName
	BackerEmail
	Age
	NoCampaignBacked
	JoinedDate
FK1	CountryID
FK1	Postcode

CommunityHiring

PK,FK1	**ComManagerID**
	CompanyID
	ComDateHired

CommunityManager

PK	**ComManagerID**
FK	CompanyID
	ComManagerName
	ComManagerContact
	ComManagerAddress
	ComDateHired

DiscussionBoard

PK,FK1	**ComManagerID**
PK,FK2	**ProjectID**
PK,FK2	**FundStartDate**
PK,FK2	**BackerID**
PK,FK2	**BackTime**
PK,FK2	**BackDate**
PK	**CommentDate**
PK	**CommentTime**
	UpdateName
	Comments
	Replies

Location

PK	**CountryID**
PK	**Postcode**
	CountryName
	CityName