**E-Commerce Database Management System**

**Group 6**

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**Project Overview:**

The main objective of this project is to create a Database Management System, for an e-commerce platform. Our goal is to make a convenient system for customers to navigate, choose and buy products online. The database will have features such as user accounts, product listings, shopping carts, order management and secure payment systems. It will also handle returns and exchanges to offer a smooth shopping experience to the users.

**Background:**

The online retail sector has seen an expansion as more and more people are opting for shopping on the internet. This change in consumer behavior is driven by the convenience of shopping from anywhere, a range of products to choose from and the prices. The emergence of technology and mobile devices has further accelerated this trend. However, effectively managing the amount of data generated by e-commerce activities comes with hurdles. Ensuring data management is essential for improving user experience, streamlining operations and making business decisions. An advanced e-commerce database tackles these challenges by handling product information, customer data, transactions and analytics.

**Purpose:**

The primary objective of an e-commerce database is to strengthen a business in the digital marketplace by focusing on optimizing inventory management to ensure product availability. The goal is to enhance the customer's shopping experience through personalized interactions and effortless transactions using data. Automation is employed to reduce expenses and minimize errors in processes. Moreover, the database prioritizes scalability employing automation to accommodate growing demands and robust security measures to safeguard customer information and transactions.