

Database Project P1-System Design, Rough Draft ERD

Vishwa Kirti, Amruta Jadhav, Aditya Challa, Priyanka Saraf

Business Problem/Objective:

The bookstore wants to gather data so that it can use it to draw insights to aid business decisions. The bookstore wants to improve its financial decisions, understand the customer spending behavior, analyze the different product's performance and take actions for revenue growth and improve customer acquisition.

For this class project, we have created the Entity Relationship Diagram for the Seattle BookStore, whose business is to sell books and merchandise in the state. We have created a schema that stores information about daily transactions of the Bookstore at the various locations.

Experience and relation to the database:

A team member (Aditya) has volunteered for restructuring the college bookstore in the past, and he extensively assisted to organize the store and imbibe the college spirit or environment when customers (students) enter the store. All the team members have been customers of a bookstore at some point. Hence their shopping experience, and Aditya's insider view of a Bookstore's operations helped us to come up with the entities and other fields within the ERD and the schema.

The current schema has the following entities:

- Books
- Merchandise
- Stationary
- Gifts
- Customers
- Stores
- Sales

We have the Sales table as the Fact table and all the other tables are Dimension tables.

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Relationship Diagram:

