*Project Name*: Sunbirds
*Team Members*: Adele, Paul, Sean

## Product - Sunglasses (lmk if you want to change it)

**Business Space:**
Our business space will be the fashion industry, specifically, the sunglasses industry. A growing number of businesses are focused on the direct to consumer (D2C) e-commerce model. For example, companies like Casper, Warby Parker, and AllBirds. With our passion for sunglasses, we want to mockup a D2C company and provide the end to end experience for customers. From an online web store to order and shipped confirmation emails sent, we want the experience to feel polished and complete.

The other side of our proposal involves tools for internal decision making, like which products are selling most and supplies to be ordered. We are looking into building out a marketing insights dashboard and maybe a KPI so that we always have an understanding of our business.
We are looking for the process to be seamless and potentially incorporate a **recommendation engine.**

**Typical Users**
*Web Store:*
Anyone interested in our product will potentially be a visitor to our web store and interact with our databases.

*Business Facing:*
Other users would be people that work at our company and are looking to produce a new marketing campaign, they will use our data to produce visualizations or predict which locations would be best to market to. Additionally, if we build out a KPI (Key Performance Indicator) then we will have an understanding of our business at all times, with daily extracts of data in the pipeline.

**Decisions:**
Any customer interacting with the web store or receiving marketing or confirmation messages will be making purchasing decisions based on our data.  The business facing users will make decisions about how and where to implement new marketing campaigns.

**Anticipated Volume of Transactions:**
We're going to assume that our product is popular among people familiar with ordering online, so we will assume about 700 transactions per day. We will also assume that we have an international following, so there may be transactions at approximately this velocity throughout the day and night.

**Business Rule:**
One business rule we plan to implement is that orders above a certain price, such as 75 USD, should receive free shipping automatically as a way to encourage purchasing. Since we may also have some limited edition products, we would not want to allow individuals to purchase more than a certain number of special, limited edition items, so that business rule will need to be implemented.

**References:**
- Information about D2C's:
  https://www.cbinsights.com/research/direct-to-consumer-retail-strategies/
- Albirds: https://www.allbirds.com/
- Warby Parker: https://www.warbyparker.com/

- Casper: https://casper.com/
- Soylent: https://soylent.com/