

# Data Managment E-commerce Data Base Project

Group 8

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## Load Necessary Libraries

```
library(DBI)
library(readr)
library(RSQLite)
library(dplyr)
library(stringr)
```

# 1 Introduction

This project simulates a real-world e-commerce data environment, including all stages of data management, from database configuration to data analysis and reporting. As the database is created and managed with SQLite, GitHub Actions are used to automate processes enhancing workflow efficiency. In addition, Quarto is used in conjunction with R to conduct comprehensive data analysis and generate reports. Through this approach, technical skills and competencies necessary for effective data management are examined in-depth, mirroring the complexities and dynamics encountered in e-commerce.

## 2 Database Design and Implementation

### 2.1 Entity Relationship Diagram

**Figure 1** shows the E-R diagram that simulates a real-world e-commerce data ecosystem, capturing the detailed relationships between entities and attributes essential for facilitating online transactions. In addition, it provides a comprehensive view of the e-commerce system, which serves as a platform for users to browse products, make purchases, and securely complete their payments.

#### 2.1.1 Assumptions

- The company only distributes products within the United Kingdom (UK).
- The Currency used is Pound Sterling (GBP).
- Attributes formats will be aligned with UK standard formats such as date , addresses , names ... etc

#### 2.1.2 Entities and Attributes

This section describes and illustrates the entities in the above ERD and their respective attributes.

- Customer

Shows us the users who previously have at least once purchased products and placed an order. Its attributes including names , emails, phone numbers , and addresses.

- Supplier

Vendors who provide products. Represent the source of the product items. The entity store contains attributes of names , addresses, emails, and status that indicates Whether the supplier is currently supplying items or not (Active/Inactive).

- Product

Describes all products in the stock and available for sale. Its attributes are name, price, and availability of the products.

- Order Details

Emphasises all details related to placed orders. Some of its attributes including order total , billing and shipping addresses, type and status of payment , date and status of the order.

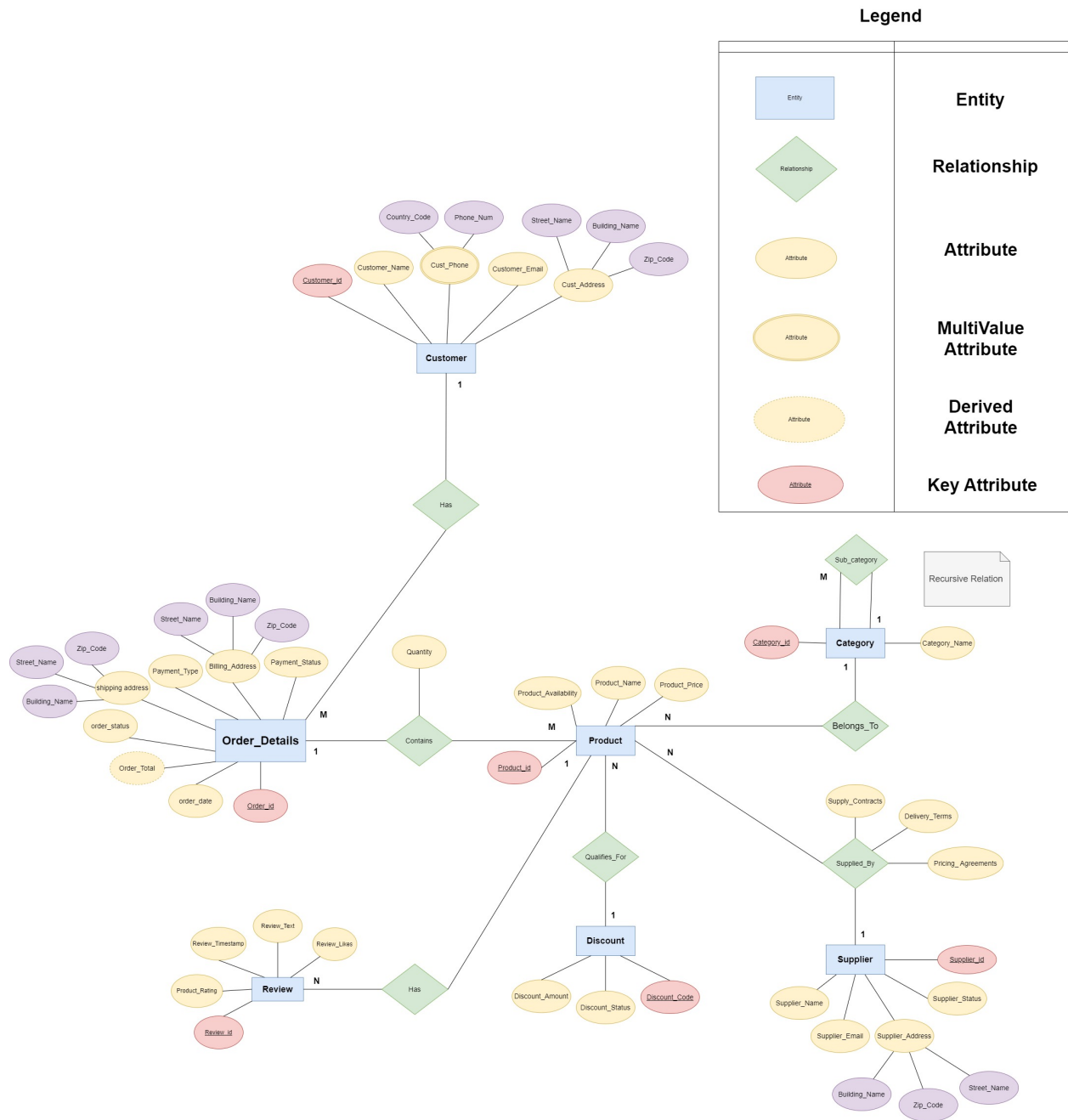


Figure 1: E-Commerce Entity Relationship Diagram

- Category and Sub-Category

Category is the broad classification of products that share common features or are intended for a similar purpose. A sub-category is a more specific grouping of products within a category based on finer distinctions or attributes.

Sub-categories fall under a primary category and help to further organise products into narrower groups, making the product search process even more straightforward for customers.

- Product Discounts

The voucher number or offer code to be applied to eligible products. The amount of discount it offers as well as the status of the discount are the main attributes.

- Reviews

Contains Written comments and rating of product sold by verified buyers, the likes of the top reviews as well as the time stamp of when the review was made.

## 2.2 Design Considerations

### 2.2.1 Absence of an Order Entity

The model intentionally skips direct order management. Instead, it focuses on product management and customer interactions through reviews and payment methods. Additionally, This consideration will guarantee that products purchased by customers are not tracked or stored by the system to align with privacy policies.

Order Entity not considered in this ER design in order to follow best practices by not having to include orderId as part of product table which might affect the overall performance of DB retrieval.

Including Payment methods without an Order entity suggests a pre-registration of payment preferences or a simplified wallet storage that could be expanded in the future.

## 2.3 Relationships and Cardinalities

### 2.3.1 Order Detail Contains Products

This relation as can be seen in **Figure 2** indicates that each order detail contains multiple products that have been placed by the customer. It aids to track the date , status , addresses, and payment method used in the transaction.

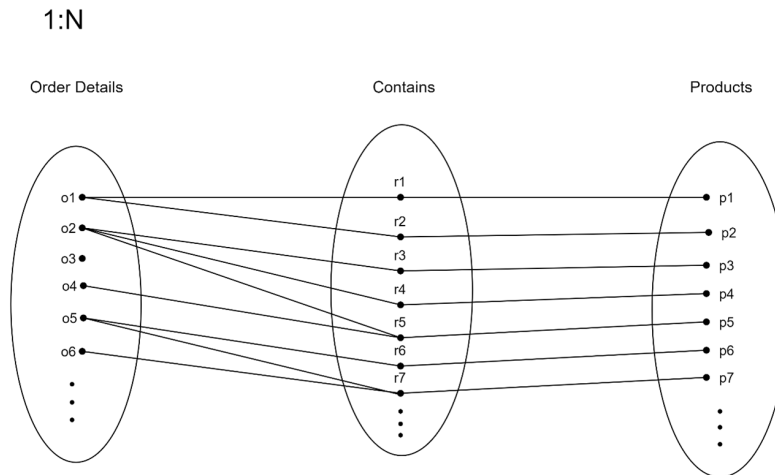


Figure 2: Order Details Contains Products

**Associative Attribute** (Quantity: The number of units of the product ordered in this line item.)

### 2.3.2 Customer Has Order Details

This relation will be created when customers order their first product or service. They will be linked with a particular order detail indicating what they ordered, reflecting the current state or progression throughout the process. One customer can be associated with multiple order statuses at any given time as illustrated in **Figure 3**. Moreover, it is good for tracking an order's life cycle, allowing for updates, customer notifications, and management of the order fulfillment process.

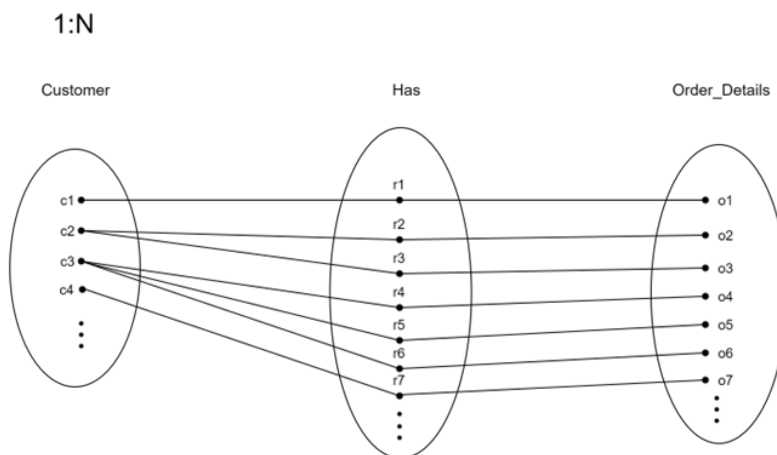


Figure 3: Customer Has Order Details

### 2.3.3 Product Belongs to Category

**Figure 4** specify that each product is classified under a specific Category where products can belong to only one category. This enables customers to browse products by category and helps retailers manage product listings more efficiently.

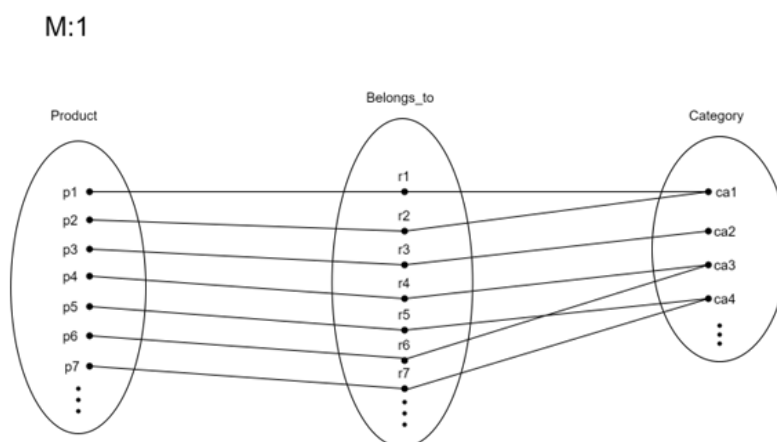


Figure 4: Product Belong to Category

### 2.3.4 Category Self-Reference Relation

As reflected in **Figure 5**, category can have multiple subcategories, creating a hierarchically nested structure and making it easier for users to navigate the product catalogue. For example, “Home Appliances” is the parent category contains subcategories like Washing Machines , Food Processors, Dishwashers etc.

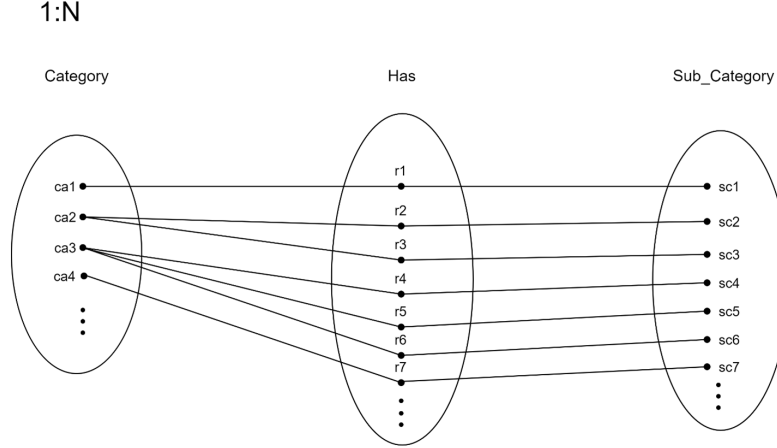


Figure 5: Category Has Sub-Categories

### 2.3.5 Product Supplied By Supplier

This relation is important for inventory management, reflecting the real-world scenario where a single supplier might provide various products, but each product is supplied by only one specific supplier **Figure 6**. It is essential to understand how products are sourced in a database model, where tracking the source of each product is crucial. The relation helps track inventory sources, manage supplier relationships, and ensure product availability.

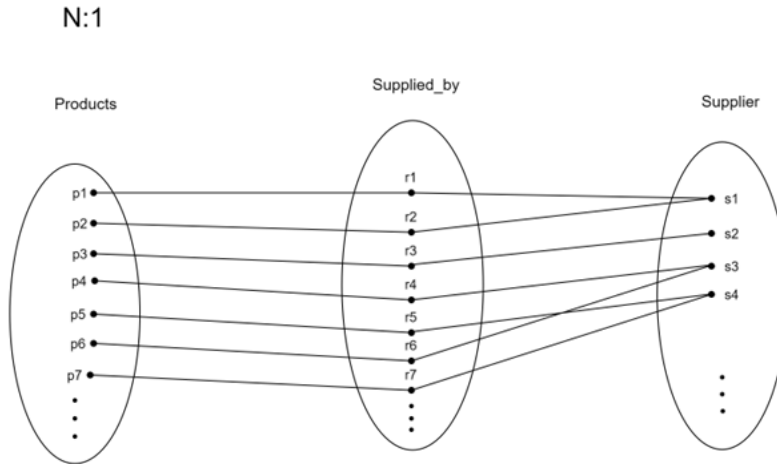


Figure 6: Products Supplied By Supplier

#### Associative Attributes :

- Supply\_Contracts : Legal agreements that outline the terms and conditions under which one party will provide goods or services to another.

- **Delivery\_Terms** : Agreements that specify the price, or method for determining the price, at which goods or services will be sold or provided.
- **Pricing\_Agreements** : Conditions in a contract that define the responsibilities, costs, and risk transfer points related to the transportation of goods from the seller to the buyer.

### 2.3.6 Product Qualifies For Discount

The relation signifying that the product is eligible for certain promotional discount enabling dynamic pricing strategies, encouraging sales, and providing customers with various savings opportunities on different products. In this context and for simplicity the relation representing one discount code or voucher that is valid to apply on multiple eligible products **Figure 7**.

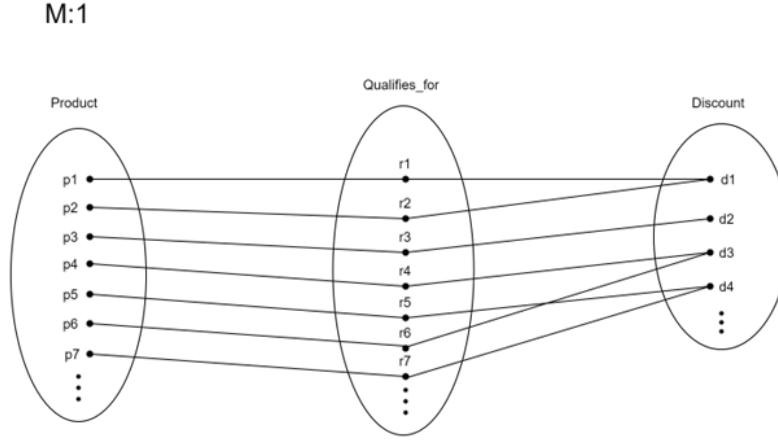


Figure 7: Product Qualifies For Discount

### 2.3.7 Product Has Reviews

A product's reviews are generated or provided by Customers reflecting the action of providing feedback or evaluation for a specific product or service to improve product offerings and customer service. However, one product can have multiple reviews over time as shown in **Figure 8**.

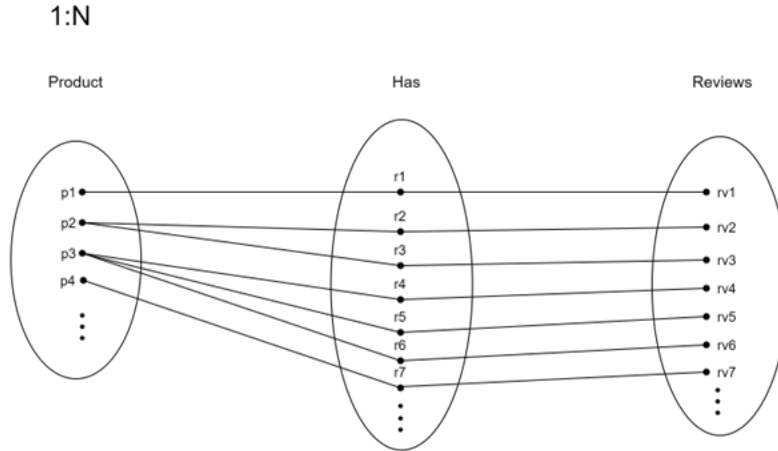


Figure 8: Product Has Reviews

## 2.4 Logical Schema

Legend<sup>1</sup>

### 2.4.1 Customers

Customers (Cust\_ID, Cust\_First\_Name, Cust\_Last\_Name, Cust\_Building\_Name, Cust\_Street\_Name, Cust\_Zip\_Code, Cust\_Email, Cust\_Phone\_Number, Cust\_Country\_Code)

### 2.4.2 Products

Products (Product\_ID, *Discount\_Code*, *Category\_ID*, *Supplier\_ID*, Product\_Name, Product\_Availability, Product\_Price)

### 2.4.3 Suppliers

Suppliers (Supplier\_ID, Supplier\_Name, Supplier\_Building\_Name, Supplier\_Street\_Name, Supplier\_Zip\_Code, Supplier\_Email, Supplier\_Status)

### 2.4.4 Order\_Details

Order\_Details (Order\_ID, *Customer\_ID*, *Discount\_Code*, Order\_Date, Shipping\_Building\_Name, Shipping\_Street\_Name, Shipping\_Zip\_Code, Order\_Total, Order\_Status, Payment\_Type, Payment\_Status, Billing\_Building\_Name, Billing\_Street\_Name, Billing\_Zip\_Code)

### 2.4.5 Discounts

Discounts (Discount\_Code, *Category\_ID*, *Product\_ID*, Discount\_Amount, Discount\_Status)

### 2.4.6 Reviews

Reviews (Review\_ID, *Product\_ID*, Review\_Timestamp, Product\_Rating, Review\_Text, Review\_Likes)

### 2.4.7 Categories

Categories (Category\_ID, *Sub\_Cat\_ID*, Category\_Name)

### 2.4.8 Many to Many : Order\_details - Product

Order\_Items (Order\_ID, Product\_ID, Quantity)

## 2.5 Physical Schema Creation

```
#Creating the db schema in SQL
con <- dbConnect(RSQLite::SQLite(), "ecommerce.db")
sql_file <- readLines("dbScript.sql")
for (sql_command in sql_file) {
  if (sql_command!=""){
    print(sql_command)
    dbExecute(con,sql_command)
    print("-----DONE-----")
  }
}
```

---

<sup>1</sup>Italic attributes indicate foreign keys



## 2.6 Normalisation

First Normal Form (1NF) requires a table to have atomic values, unique rows through a primary key, and no duplicate columns. Thus, based on this definition the tables have been checked and considered to have atomic values with no duplicated columns.

Next, the team considered the Second Normal Form (2NF) which can be achieved when a table is in 1NF and all non-key attributes are fully functional and dependent on the primary key, eliminating partial dependency on any part of a composite key.

As a last normal form to be considered and for a table to be in third normal form (3NF), it should not have any transitive dependencies, and all non-prime attributes are fully functionally dependent on the primary key. The team performed the required checks until all requirements of (3NF) are met as clarified in details in the following sections.

### 2.6.1 Customers:

Looking at the table, we can identify the following dependencies:

Cust\_ID  $\rightarrow$  Cust\_First\_Name  
Cust\_ID  $\rightarrow$  Cust\_Last\_Name  
Cust\_ID  $\rightarrow$  Cust\_Building\_Number  
Cust\_ID  $\rightarrow$  Cust\_Building\_Name  
Cust\_ID  $\rightarrow$  Cust\_Street\_Name  
Cust\_ID  $\rightarrow$  Cust\_Country\_Code  
Cust\_ID  $\rightarrow$  Cust\_Email  
Cust\_ID  $\rightarrow$  Cust\_Phone\_Number

- Based on this analysis, the table appears to be in 3NF. Each non-key attribute depends only on the primary key (Cust\_ID), and there are no transitive dependencies.

### 2.6.2 Order\_items:

Product\_ID , Order\_ID  $\rightarrow$  Quantity

Product\_ID and Order\_ID combined are representing composite key, and Quantity is functionally dependent on Product\_ID and Order\_ID. There are no transitive dependencies here.

All non-prime attributes are fully functionally dependent on the primary key.

### 2.6.3 Order\_details:

Order\_ID  $\rightarrow$  Order\_Date  
Order\_ID  $\rightarrow$  Order\_Status  
Order\_ID  $\rightarrow$  Payment\_Type  
Order\_ID  $\rightarrow$  Payment\_Status  
Order\_ID  $\rightarrow$  Cust\_ID  
Order\_ID  $\rightarrow$  Shipping\_Building\_Name  
Order\_ID  $\rightarrow$  Shipping\_Street\_Name  
Order\_ID  $\rightarrow$  Shipping\_Zip\_Code  
Order\_ID  $\rightarrow$  Billing\_Building\_Name  
Order\_ID  $\rightarrow$  Billing\_Street\_Name  
Order\_ID  $\rightarrow$  Billing\_Zip\_Code

Given that Cust\_ID is a foreign key in this table and that there is a separate Customers table where Cust\_ID serves as the primary key, it suggests that Cust\_ID is not functionally dependent on any other attribute within this table. It is merely referencing the primary key of another table.

Therefore, the dependency involving Cust\_ID does not violate 3rd Normal Form (3NF). The table appears to be in 3NF as long as all other attributes are functionally dependent on the primary key (Order\_ID) and not on any non-key attributes.

#### 2.6.4 Product Category

Category\_ID  $\rightarrow$  Category\_Name

Category\_ID is the primary key and it uniquely identifies Category\_Name.

#### 2.6.5 Product Discount

Discount\_Code  $\rightarrow$  Discount\_Amount

Discount\_Code  $\rightarrow$  Discount\_Status

Analyzing the functional dependencies, it is found that Discount\_Code is the primary key and it uniquely identifies Discount\_Amount and Discount\_Status.

Each Discount\_Code corresponds to a specific Discount\_Amount and Discount\_Status, ensuring that the table adheres to the principles of 3rd Normal Form (3NF). There are also no transitive dependencies or non-key attributes determining other attributes within the table.

#### 2.6.6 Products

Product\_ID  $\rightarrow$  Product\_Name

Product\_ID  $\rightarrow$  Product\_Price

Product\_ID  $\rightarrow$  Product\_Availability

The table also contains foreign keys, namely Supplier\_ID, Discount\_Code, and Category\_ID. These foreign keys are fully functionally dependent on the primary key and not on any other non-key attributes.

Examining the attributes' functional dependencies, Product\_ID emerges as the primary key, in which Product\_Name, Product\_Price and Product\_Availability appears to be functionally dependent on it.

#### 2.6.7 Reviews

Review\_ID  $\rightarrow$  Review\_Timestamp

Review\_ID  $\rightarrow$  Product\_Rating

Review\_ID  $\rightarrow$  Review\_Text

Review\_ID  $\rightarrow$  Review\_Likes

In the Reviews table, Review\_ID acts as the primary key, ensuring uniqueness. Attributes like Review\_Timestamp, Product\_Rating, Review\_Text and Review\_Likes are dependent on Review\_ID.

#### 2.6.8 Suppliers

Supplier\_ID  $\rightarrow$  Supplier\_Name

Supplier\_ID  $\rightarrow$  Supplier\_Building\_Name

Supplier\_ID  $\rightarrow$  Supplier\_Building\_Number

Supplier\_ID  $\rightarrow$  Supplier\_Street\_Name

Supplier\_ID  $\rightarrow$  Supplier\_Zip\_Code

Supplier\_ID  $\rightarrow$  Supplier\_Email

Supplier\_ID  $\rightarrow$  Supplier\_Status

In the Suppliers table, Supplier\_ID acts as the primary key. Attributes such as Supplier\_Name, Supplier\_Building\_Name, Supplier\_Building\_Number, Supplier\_Street\_Name, Supplier\_Zip\_Code, Supplier\_Email and Supplier\_Status are dependent on Supplier\_ID.

Given these functional dependencies where each attribute seems to be functionally dependent on the primary key, with no non-key attributes determining other, all tables appears to adhere to the principles of 3rd Normal Form (3NF).

## 3 Part 2: Data Generation and Management

### 3.1 Synthetic Data Generation

After the agreement on the schema mentioned in the previous section, the team started to generate synthetic data that to some extent, imitated realistic e-commerce as much as possible.

ChatGPT has been used as the main tool for this step as an alternative to Mockaroo, as the former produces more structural and logical data than the latter. [Appendix 1,2]. For tables consisting of foreign keys, R code has been used for assignment based of logic set by the team Appendix 3.

### 3.2 Data Import and Quality Assurance

To enhance data quality for e-commerce analysis and validate the csv data generated, we use R to perform 4 main checks [Refer data\_validate.R]:

- Primary key integrity check
- Duplicate entry check
- Email id pattern check
- Phone number pattern check

Once the data has gone through all the checks, the updated csv files will be used to import into SQL. Importing the data into SQL is also done in R [Refer data\_update.R]. This method focused on refining datasets for accurate analysis by identifying and eliminating invalid entries and duplicates, thereby maintaining the dataset's uniqueness and reliability before inserting into Data Base.

## 4 Part 3: Data Pipeline Generation

To efficiently collaborate on this assignment, we have uploaded the project to Github. This was done so that the team could track changes, follow progress, collaborate on bug fixes etc. Moving the project to Github also allowed for implementation of version control and continuous integration.

Using Github Workflows, we were able to automate the process of validating data, updating data and data analysis. The workflow is triggered on pushing new data to the project. Once all 3 steps are completed successfully, the new files are committed and pushed to the project.

Figure below shows the new data reflecting in our analyses and sql db after being picked up by the workflow.

### 4.1 Github Repository Creation

The pipeline generation process consists of two phases. In the first phase, github repository has been created<sup>[1]</sup> followed by integrating the posit cloud project. Additionally, all teams members have been added as collaborators.

### 4.2 Automated Workflow

Second phase was the automation process utilising workflow that trigger on specific events like push request to perform data updates, validation, and analysis. This will pick up any new data added to the data base and subsequently perform the required validation and analysis.

Figures 9, 10 shows the record count after 1st run of workflow (49) and then after second run of workflow (150).

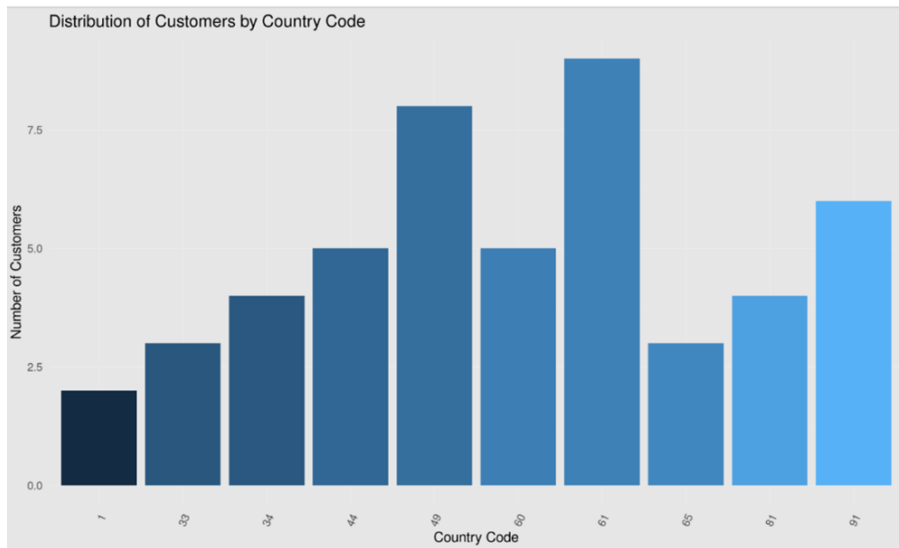


Figure 9: The histogram of customers data for 50 records

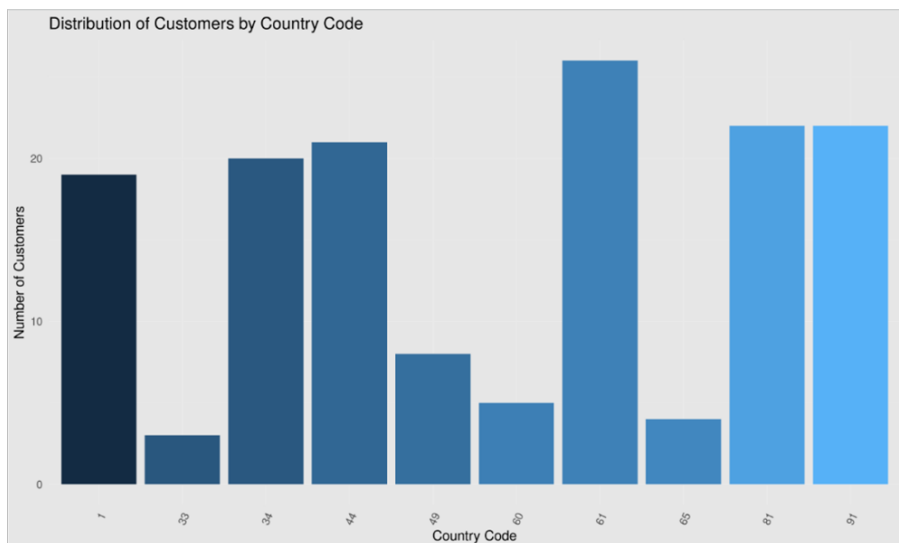


Figure 10: The histogram after workflow run and inserted additional 100 records

**Figure 11** illustrate console output showing the record count after data update using the workflow.

```
sqlite> .quit
/cloud/project$ sqlite3 ecommerce.db
SQLite version 3.31.1 2020-01-27 19:55:54
Enter ".help" for usage hints.
sqlite> select count(*) from Customers
...> ;
49
sqlite> .quit
/cloud/project$ sqlite3 ecommerce.db
SQLite version 3.31.1 2020-01-27 19:55:54
Enter ".help" for usage hints.
sqlite> select count(*) Customers;
1
sqlite> select count(*) from Customers;
150
sqlite> █
```

Figure 11: Record count after data update using workflow

In **Figure 12** the snippet is Timestamps that showed as an evidence of a working workflow

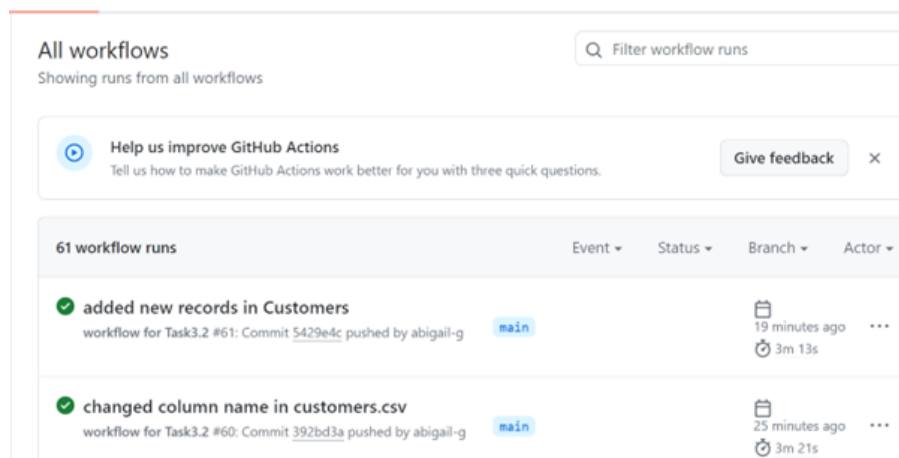


Figure 12: Workflow Timestamps

## 5 Part 4: Data Analysis and Reporting with Quarto in R

Information regarding product ratings, sales revenue, customer distribution, and order status was obtained through the establishment of a connection to an SQLite database and the execution of SQL queries. Subsequently, data visualisation techniques were used to identify the distribution and patterns within the data, offering insights into e-commerce operational dimensions.

The graph in **Figure 13** shows the distribution of product ratings from 0 to 5 coloured by category name.

**Figure 14** reflecting Top 5 Products Sorted by total Revenue.

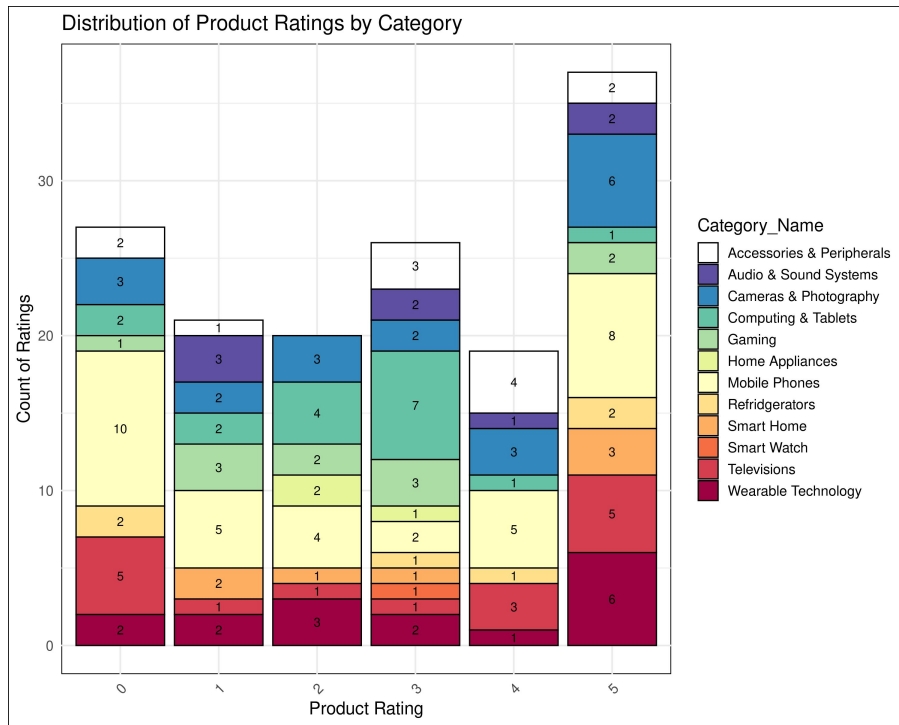


Figure 13: Distribution of Product Ratings by Category

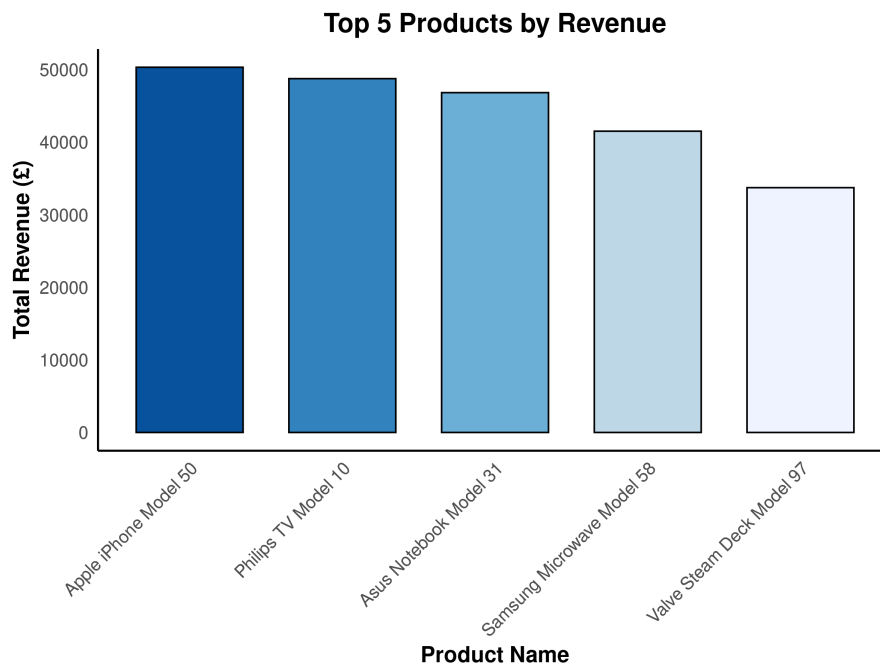


Figure 14: Top 5 Products by Revenue

After joining the “Order\_Items”, “Discounts”, and “Products” tables, the derived value, which is the “Total Revenue”, is calculated by multiplying “Order\_Item” quantity and “Product\_Price” and deducting it with “Discount\_Amount”.

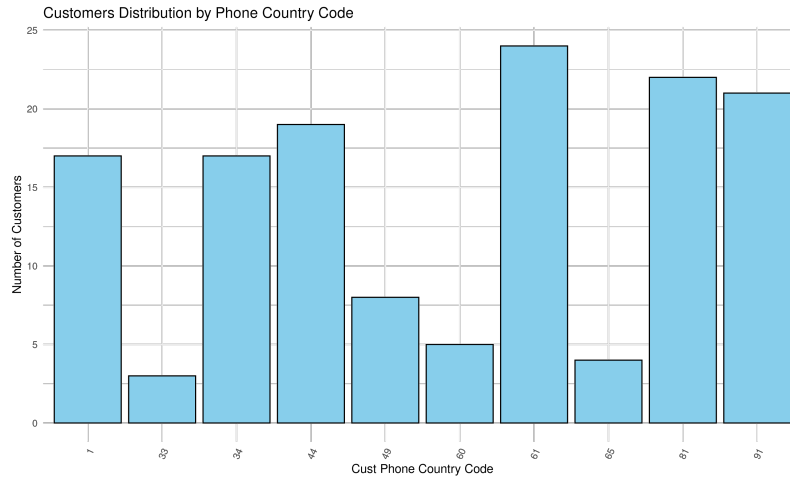


Figure 15: Distribution of Customers by Phone Country Code

The graph in **Figure 15** shows the distribution of customers by phone country codes.

**Figure 16** displays the order status count of shipped, processing, delivered and cancelled orders.

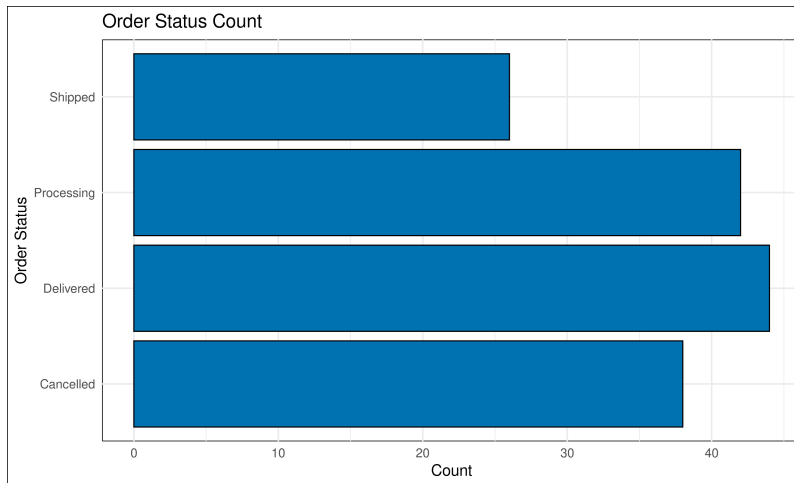


Figure 16: Order Status Count

## 6 Conclusion

Upon completion of this project, valuable insights are gained regarding the challenges and methodologies associated with an e-commerce context, including the design of databases, analysis of data, and presentation of findings in a clear and impactful manner. Ultimately, this project serves as a reference for future e-commerce projects in particular and data-driven projects in general, providing valuable insight into the modern data management landscape.

## 7 References

1. To be redirected to the project repository click [here](#)

## 8 Appendices

### 8.1 Appendix 1

ChatGPT 4 ▾

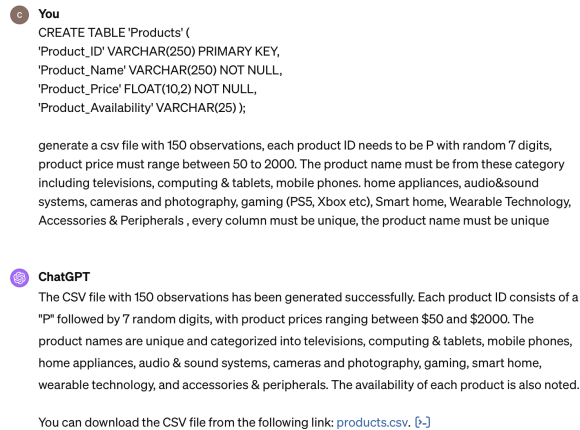


Figure 17: ChatGPT\_1

### 8.2 Appendix 2

ChatGPT 4 ▾

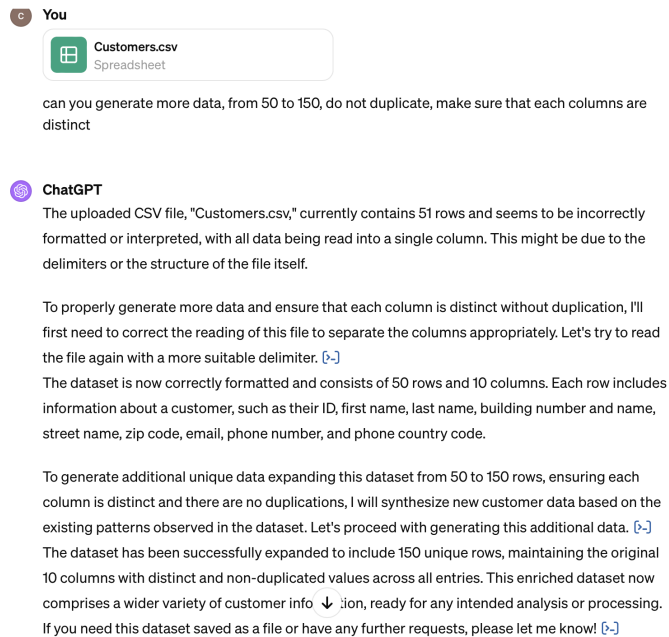


Figure 18: ChatGPT\_2



## 8.3 Appendix 3

```
88 # To apply the foreign key into the table |
89 # Define a function to assign Category_ID based on keywords in Product_Name
90 assign_category_id <- function(Product_Name) {
91   if (grepl("TV|Television", Product_Name, ignore.case = TRUE)) {
92     return("CAT1")
93   } else if (grepl("Laptop|Tablet|Computing|Book|Surface|Monitor", Product_Name, ignore.case = TRUE)) {
94     return("CAT2")
95   } else if (grepl("Phone|Galaxy|Mi|P Series|OnePlus", Product_Name, ignore.case = TRUE)) {
96     return("CAT3")
97   } else if (grepl("Washing Machine|Home Appliance|Vacuum|Dishwasher", Product_Name, ignore.case = TRUE)){
98     return("CAT4")
99   } else if (grepl("Headphones|Speakers|Sound System|Earbuds|Speaker|Technica|Soundbar", Product_Name, ignore.case = TRUE)) {
100     return("CAT5")
101   } else if (grepl("Camera|Photography|GoPro|Mirrorless|Nikon|Camcorder|Compact", Product_Name, ignore.case = TRUE)) {
102     return("CAT6")
103   } else if (grepl("Xbox|PS|Gaming|Switch", Product_Name, ignore.case = TRUE)) {
104     return("CAT7")
105   } else if (grepl("Smart Home|Echo|Smart Lock|Steam Deck|Hue Light", Product_Name, ignore.case = TRUE)) {
106     return("CAT8")
107   } else if (grepl("Wearable|Quest|Tracker|Gear|Band|Glasses", Product_Name, ignore.case = TRUE)) {
108     return("CAT9")
109   } else if (grepl("Keyboard|Mouse|Peripheral|Thermostat", Product_Name, ignore.case = TRUE)) {
110     return("CAT10")
111   } else if (grepl("Refrigerator", Product_Name, ignore.case = TRUE)){
112     return("CAT11")
113   } else if (grepl("Microwave", Product_Name, ignore.case = TRUE)){
114     return("CAT12")
115   } else if (grepl("Smart Tech", Product_Name, ignore.case = TRUE)){
116     return("CAT13")
117   } else if (grepl("Watch", Product_Name, ignore.case = TRUE)) {
118     return("CAT14")
119   } else if (grepl("Projectors", Product_Name, ignore.case = TRUE)) {
120
```

Figure 19: Data Update