ER Diagram for 5xSports

Customer visiting website

PK	User_Id	int
FK	Platform_Id	int
	Name	varchar(50)
	Sex	varchar(9)
	Age	int
	Marital Status	varchar(9)
	Country	varchar(50)

- Platform_Id indicates the social media platform that directed the customer to 5x website
- Country helps us guage best platform for advertising in different world regions
- Sex, Age, Marital Status helps better target our audience and can give insights to product development as well

Orders

PK	Order_Id	int
FK	User_Id	int
FK	Platform_Id	int
FK	Product_Id	int
	Quantity	int
	Order_value	int

- Platform_Id indicates the social media platform that directed the user to 5x website and resulted in order
- Order_value helps visualize revenue generated due to advertising on certain social media platform

Product

PK	Product_Id	int
	Category	varchar(50)
	Value	int

- Category will help us understand what kind of goods are getting more traction in which platform

Social Media Platform

PK	Platform_Id	int
	Platform_name	varchar(50)
	Advertising_cost	int
	User_base	int
	Avg_time_per_session	time
	People_clicking_add	int

- User_base and time_per_session measures advertising potential of a platform
- People_clicking_add gives the count of people being redirected to 5x website on clicking to adds

ERD Cardinality

———————┼—	One
———————<	Many
———————┼┼	One (and only one)
———————○┼	Zero or one
———————<	One or many
———————○<	Zero or many