

Database Topic

E-commerce and Inventory Management

Mission Statement

The primary goal of the database is to store, track, and analyze the data generated by online shoppers and sellers in order to identify new market trends, customer bases that can lead to increased profit, market share, and corporate value. Further, the useful insights gained from the stored data can aid in strategic business decisions, making the business model far more long-term sustainable and profitable.

The database management system will be accessible by the administration staff and the relevant people responsible for analyzing the data stored in it.

Mission Objectives

To maintain (enter, update and delete) data on Customer
To maintain (enter, update and delete) data on Customer Address
To maintain (enter, update and delete) data on Order
To maintain (enter, update and delete) data on Order Status
To maintain (enter, update and delete) data on Seller
To maintain (enter, update and delete) data on Seller Address
To maintain (enter, update and delete) data on In-stock Inventory
To maintain (enter, update and delete) data on Product
To maintain (enter, update and delete) data on Product Category
To maintain (enter, update and delete) data on Payment
To maintain (enter, update and delete) data on Payment Method
To maintain (enter, update and delete) data on Feedback
To maintain (enter, update and delete) data on Cancellation
To maintain (enter, update and delete) data on Exchange
To maintain (enter, update and delete) data on Revenue
To maintain (enter, update and delete) data on Recommendations
To maintain (enter, update and delete) data on Deal
To maintain (enter, update and delete) data on Membership

To perform searches on Customer
To perform searches on Order
To perform searches on Order Status
To perform searches on Seller
To perform searches on In-stock Inventory
To perform searches on Product
To perform searches on Product Category
To perform searches on Payment
To perform searches on Feedback

- To perform searches on Cancellation
- To perform searches on Exchange
- To perform searches on Deal
- To perform searches on Membership

- To report on Customer
- To report on Seller
- To report on Order
- To report on In-stock Inventory
- To report on Product
- To report on Payment
- To report on Feedback
- To report on Cancellation
- To report on Exchange
- To report on Revenue

- To understand and report on business trends.
- To understand and report on customer concentrations for specific products.
- To understand region wise market split
- To understand seasonal spikes in markets
- To schedule monthly disbursement to seller
- To understand inventory capacity
- To analyze the product performance

- To track the status of Order for timely delivery
- To track the status of In-stock Inventory to minimize inventory holding cost
- To track the status of Payments to maintain business relationship
- To track the status of product Exchange for customer satisfaction
- To track the Revenue over the period