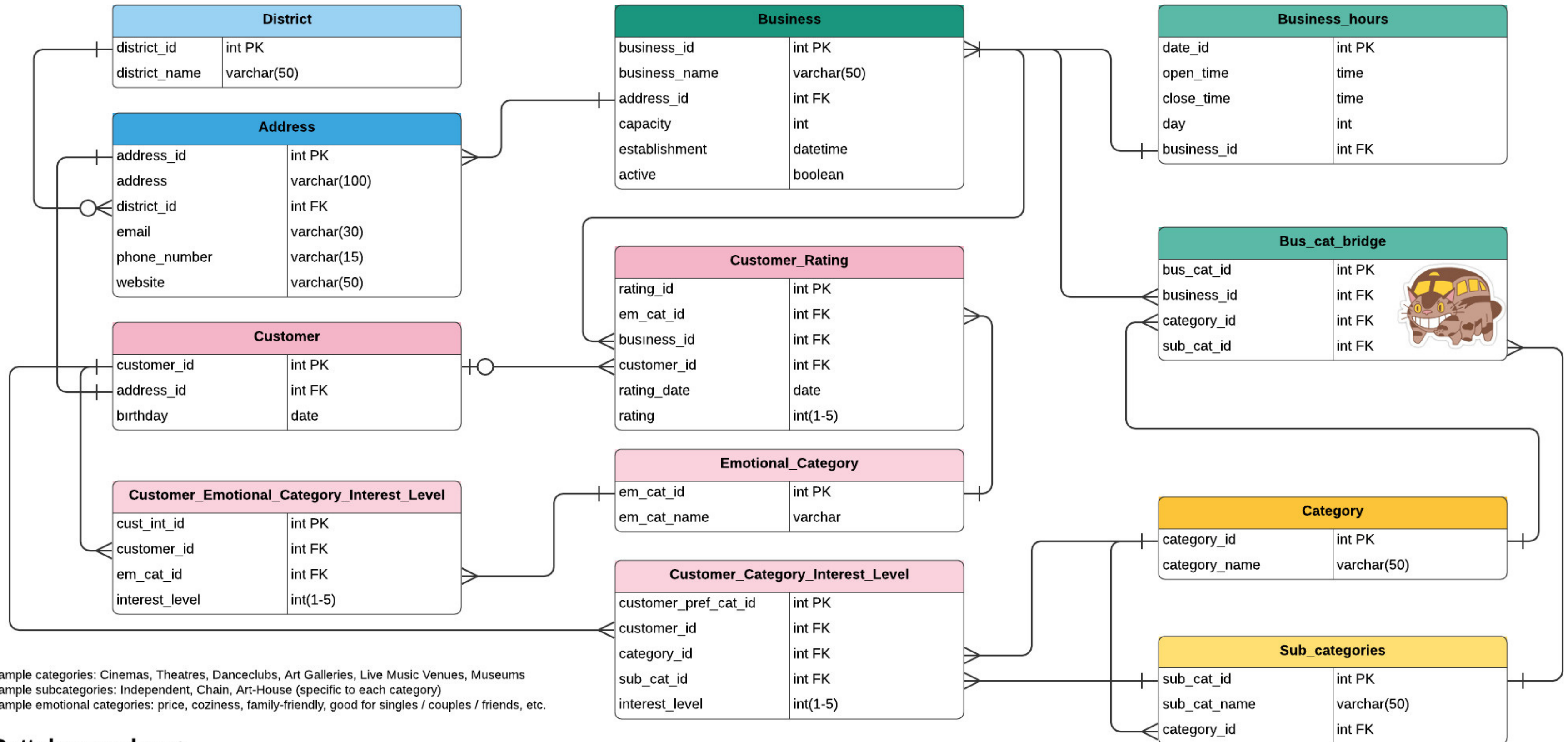


Database ERD (Entertainment)



Sample categories: Cinemas, Theatres, Danceclubs, Art Galleries, Live Music Venues, Museums
 Sample subcategories: Independent, Chain, Art-House (specific to each category)
 Sample emotional categories: price, coziness, family-friendly, good for singles / couples / friends, etc.

QUESTIONS

- where are the biggest theatres in the city?
- how many cinemas are there? and what type are they? eg independent, chain, art-house
- which art galleries are open on Sundays?
- U: ignoring covid, is the danceclub scene here growing or contracting? what about live music? whats hot or not?

OVERVIEW

What is the project´s main motivation?

- to gain an overview of the cultural and entertainment offers in the city in order to offer personalised recommendations through a web application to newcomers based on paid for research topics.

What problem does it solve?

- It offers personalised recommendations to people that want to get to know the city better.

What does the data offer?

- It allows us to suggest specific businesses which could be of interest to our customers based on their preferences (indicated by their customer profile and their ratings of businesses)

LEARNING OBJECTIVES

What did we learn?

- How to organise and structure data tables and establish relationships between them.

How did we work?

- We looked at websites offering similar services (ex: Tripadvisor), brainstormed the type of preferences a person from customer profile would have, analysed the type of data we wished to store and schematised the needed fields and structure on paper. Then we visualised it through Lucidchart, reviewed the structure and relationships until we found the most easy to understand and optimised way of organizing the data.

What did we find difficult, easy or interesting?

- D_The lack of information about the available data.
- D_Establishing optimised and accurate relationships between the tables

What next steps were identified during the process?

- We need more data about the customer to be able to develop a more tailored profile for her and offer more personalised suggestions

CREDITS

Arne Thielenhaus, Glòria Ibars, Ümmühan Demir and Yamila Rodriguez