

**MASTER DS&AA - BA**

# **STORING AND RETRIEVING DATA**

**2021/2022  
GROUP 22**



## **Development of a database for TicketBuddy**

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# TicketBuddy Description

TicketBuddy is a 17 years old Portuguese online shop, specialized in the sale of tickets for events that occur only in Portugal. Efforts are ongoing to implement solutions in the area of ticketing management adjusted to each customer. To promoters, the TicketBuddy besides being the driving force for the ticket's sale, offers personalized support and disclosure tools of their own events.

The ticket acquisition is located in more than 540 places in the mainland Portugal and the Autonomous Administrative Regions (Azores and Madeira). However, the purchase can also be made by the customer himself, accessing to online shopping available 24 hours a day. Depending on the requirements, event capacity and seat availability, customers can place their own order online. Once the payment is made (by card only) the ticket is customized in order to have the clients' information. Both ticket(s) and invoice are sent by email.

The access to online shopping has been the major success for the company. The TicketBuddy decided to organize information about online customers that purchased orders between 2018 to 2021. One of the aims is to list all the clients' names, dates, and tickets bought by each one of them between 2019-01-01 and 2021-01-01. The order(s) between 2020/2021 had a tax rate (IVA) of 6% and in 2018/2019 of 13%.

During the year there are different promotion codes that customers can use when finishing their order(s). They can also decide to make an insurance for each ticket. In that way they have the possibility of getting their money back in case of not be able to attend the session.

For the company the best clients are not the ones that spend more money but the ones that buy more tickets.

Besides that, the average amount of sales in the period 2018-09-30 to 2021-12-01 is another goal that the TicketBuddy wishes to know.

The customer has to fill mandatory fields, such as his name, email, phone number, address and has the option to introduce his fiscal number (if they choose not to, the default value is 999999990). By specifying their addresses, the company will know the geographical location for each customer to get the total sales by city.

In terms of promoters, they can effectively promote more than one event. Each event can have several sessions. The space where they occur is divided in zones which can vary depending on the session that will take place in. For the same session, prices differ from zone to zone and the seats can or not be market. Finally, the postponed sessions, they will be replaced with new date sessions.

After going to their sessions event, the customers, can rate the session that they went for. With this in mind, TicketBuddy intends to list all the places, events and the average rating per event. Because the company includes the generation of an INVOICE, the final goal relies on having a view for the head and totals and one view for the details.

