



NOVA

IMS

Information
Management
School

Storing and Retrieving Data Project

**MASTER DEGREE PROGRAM IN DATA SCIENCE
AND ADVANCED ANALYTICS**

WomenSmell

Group 8

Beatriz Gonçalves, number: 20210695

Diogo Pereira, number: 20210657

Helena Morais, number: 20210636

Vera Canhoto, number: 20210659

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NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa

1. Fictional Business Description

WomenSmell is an e-commerce company that sells perfumes for women only. At WomenSmell we perfectly know the importance of smells in our life. With its premium quality products and its very large catalog, we are proud to provide our customers with a multitude of products.

The development of perfumes is our focus, which is why we do not offer any other type of product, as you can see in Figure 1. The products are available in different classes, sizes and colors. When placing an order, customers can receive a discount of 10% or 20%. It should also be noted that we do not allow sales to guests, that is, customers always need to register before purchasing at WomenSmell.



Figure 1 – Fragrance Class

The head office is in Lisbon, Portugal, which imposes sales only to customers located in continental Portugal. Therefore, our products have a stable tax of 23%. Our warehouse is also located in Lisbon, which allows us to deliver our products on time. Our short-term goal is to expand to other markets and thus open more companies and obtain more profit.

Note: In Query 2 we define a “best product” as a product with the highest rating from clients.

2. ERD

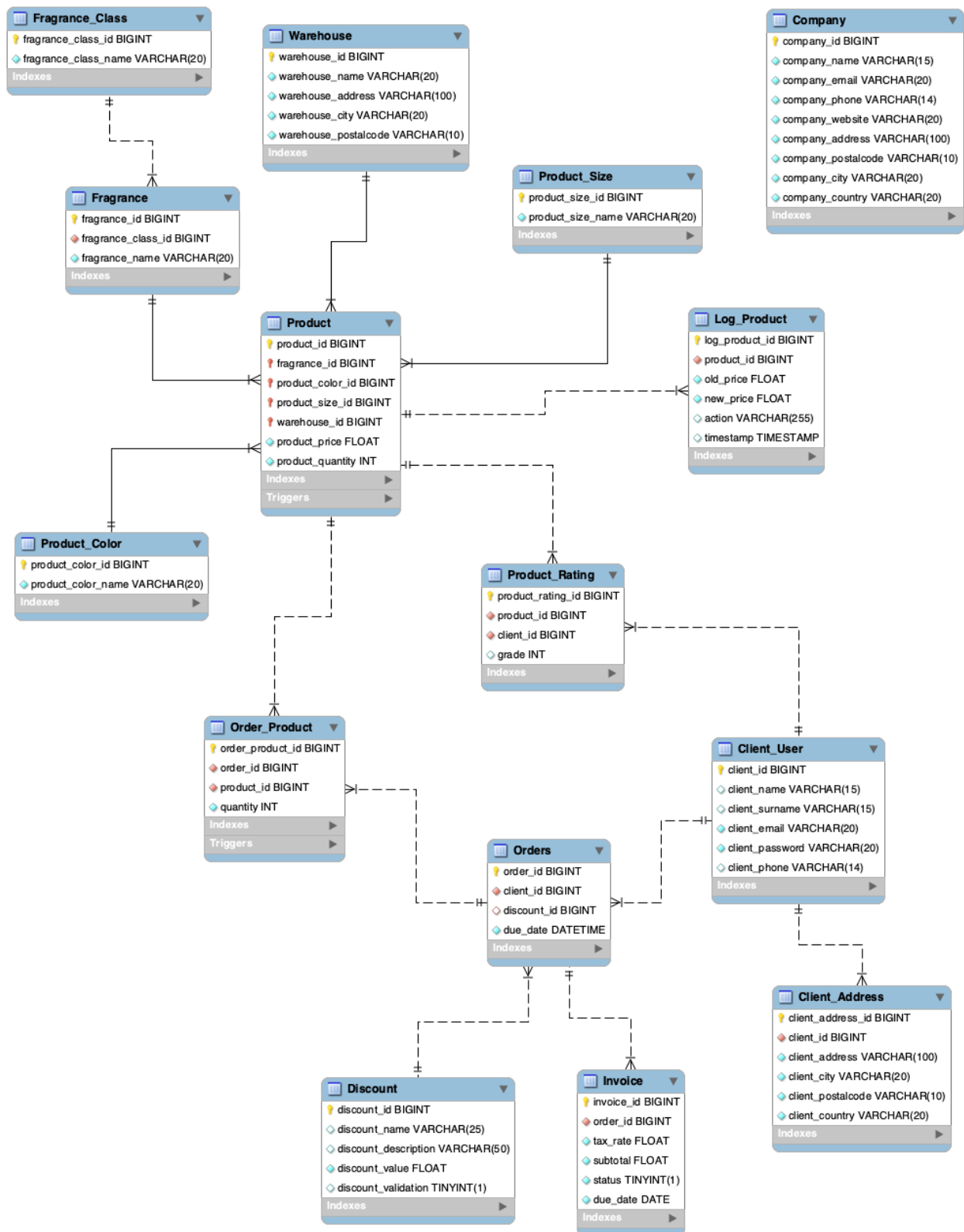


Figure 2 – ERD