

**Storing and Retrieving Data Project**

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

**NewSmell**

Group 8

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# 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 categories, 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 NewSmell.

A picture containing text, clipart

Description automatically generated

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| **Figure 1 –** Product Category |

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. The objective, in the near future, is to expand to other markets and thus open more companies and obtain more profit.

**Note:** All queries are based on Earnings Before Interests and Taxes (EBIT) as an indicator of the company’s profitability. Therefore, in Query 2 we define a “best customer” as a customer with the highest EBIT.

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**Figure 2 –** ERD