The main purpose of the database for the Record Company is to keep track of analytical information. The database can track what stores have the most revenue, what employees have the most transactions during a given time, what the salary and hourly rate distribution of employees are, and many other queries. The analytical information can potentially be used to give employees bonuses, loyal customers rewards, and in the event of low finances, an informed decision to close a store if the store’s revenue is not commensurate with their market.

The database can also keep track of operational information as well, such as employee and customer contact information, an employee’s work schedule for a particular day, and the locations of the stores.

Front-end users, database administrators and developers, and personnel who need to know can access this database. Since the database does not contain overly sensitive or confidential information about entities, no glaring security, legal, or ethical issues are found. However, enhanced security from the database and IT (Information Technology) teams are implemented to ensure that the information contained in the database does not leak.