COOKIE DATABASE

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Problem

PROBLEM

- Project is modeled on a franchised cookie company

- **Problem**: we collect data across all franchises, and need to track store performance, analyze trends, decide where to open new stores, etc.

- Our application targets corporate employees who need access to data so they can support franchise partners

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Solution

SOLUTION

- Create a relational database to track store, customer, cookie, and order information

- Create queries to provide some insight on company-wide profits broken down by state, date, weekday, store, store zip code, and cookie flavor
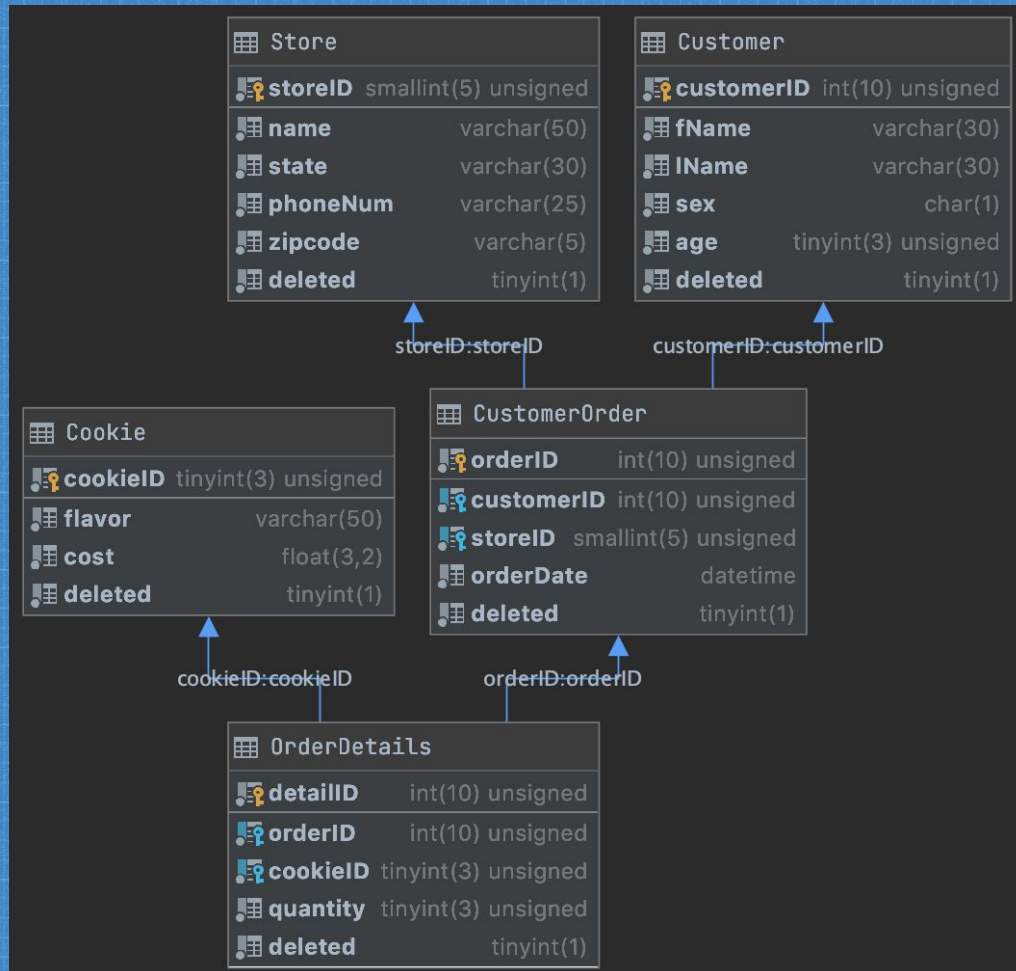
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Related Work

RELATED WORK

- Our project was inspired by a cookie company called Crumbl and their database infrastructure

- Many companies offer analytics applications for internal employees to access data without technical skills

- Companies like **GoodData** offer data analytics applications companies can buy for their employees OR customers, that includes a full UI for "non-technical users"

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Schema

SCHEMA

- Separated into 5 related tables that contain cookies, customers, stores, and orders (broken down into customer order and order details)

  - Customer Order stores the orderID, storeID, customerID, date. Order Details stores a row for each cookie in the order, and the number of cookies.

  - We did this because we can have multiple cookies in the same order, so we separated the tables to prevent duplicate information.

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Demo

Questions?