Amazon.com, founded May 1996, is an ecommerce platform offering a range of (almost any) products for sale on it’s website. The company has products for sale by vendors, resellers, and third party sellers as well. Amazon started out as an online bookstore, then branched out to sell DVDs, CDs, and BluRays. They are also notably the creator of the e-reading device “Kindle”. More recently, Amazon has diversified more and started to attract customers from streaming services now offered for music, movies, software, and even video games. Today their revenue is more than $107 billion, and they intend to release new services such as Prime Day-of Delivery, and retail outelts.

Amazon is led by President, Chief Executive Officer, and Chairman of the Board Jeffery Bezos, who is acclaimed to be one of the smartest internet businessmen of our time. Also in their officer leadership is SVP and CFO Brian Olsavsky, SVP of Business Development Jeff Blackburn, CEO of Amazon Web Services Andrew Jassy, Vice President, Worldwide Controller, and Principal Accounting Officer Shelly Reynolds, CEO of Worldwide Consumer Jeff Wilke, and SVP of General Counsel and Secretary, Jeff Zapolsky.

Relational Database Design describes the relationships of different entries within tables that might not be connected otherwise. These tables that share an entry have a relationship: one to many, many to many, or one to one. This method of creating a relationship between two entries in two tables allows queries to find more information and maintain referential integrity. The name of the entry that is shared between the two tables is a Key; there are two types of keys: primary and foreign. A primary key is an entry that is the primary entry for one table, and a foreign key is the same entry on another table where it is not the primary entry but a secondary detail. Between these keys on different tables, all tables have a relationship and can maintain referential integrity.