**Group 1- Brendan Carlquist, Jake George, Parker Ciambrone**

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Draft ERD, Team Roster, and Brief Description of Database Space

**Times Group 1 is available to discuss our ERD:**

10/2- 5:30PM

10/4- 5:30PM

**Business Space**

Mainly business-to-business. It creates an analytics tool for publishers and retailers to determine the best ways to sell & market books. Will also allow for production to be more quickly changed based on demand.

**Typical Users**

Typical users will be the advertising departments of book publishing companies and the sales departments at various retailers. Ideally all retail channels will use this tool to allow for more efficient and effective stocking of books.

**Decisions your users will make based on decisions in the database**

This data will be used to justify decisions about targeting audiences, selecting and acquiring advertising space, and stocking inventory at a regional level. Specific questions that may be asked could include:

* Which advertising methods are most effective for a particular book/author/genre?
* Which advertising methods result in the quickest turnaround?
* How many books should be purchased ahead of release day for a particular book/author/genre?
* Which advertising methods have the lowest time from release of advertisement to change in sales?
* Are certain advertising methods more effective when used on certain genres of books?

**Anticipated volume of transactions**

Depending on participating retailers, volume could be incredibly high. If multiple large retailers participate, the system could need to sustain high TPS. If data is ingested continuously, this could require robust infrastructure. Allowing for batch transactions could reduce load on backend servers, but not necessarily database.

**Business Rules**

* If we don’t want to look at whether or not certain advertisements are more effective when used together, we could restrict to only one advertising method at a time.
* Sales data can only be added for the current date
* There will be no hierarchy or tree structure to genres.
* Permissions and security will be handled by the client software.