

Storing and Retrieving Data Project

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PhoneNow was created in Portugal, in 2015.

Within these 5 years of existence, our customers experienced the forefront of technology, since our offer is available from any place or device, at any time.

Known for our unique offering, our online shop focus on selling smartphones, tablets and accessories (like phone covers, screen films, earphones, powerbanks).

PhoneNow mission relies in impartial and expert advice, once we offer the most appropriate services to the needs of customers making their lives easier through technology.

Our company is divided into 6 departments: Logistic, Marketing, Sales, IT, Customer Service/Support and Accounting. Our employees are divided into a range of roles, respectively:

- CEO, SEO Manager, Warehouse Manager and Employee;
- Marketeer, Social Media Manager and eCommerce Marketing Analyst;
- Sales Manager;
- Web Developer and IT technician;
- Client Services Support and Phone operator;
- Accountant.

Our 4 Warehouse Employees, which perform different tasks (packaging and printing the invoice), are the only ones responsible for preparing the order. So, each employee can have assign many orders, but will prepare it by himself. On the other hand, our Warehouse Manager will ensure that every task performed has no misunderstandings, which means that the correct product will be shipped at the correct date.

Each employee only performs one function, and each function can be done by more than one employee.

Our website offers the possibility for our customers to be connected with us, while creating an account that will keep their personal information. When choosing the payment method, they can opt for Credit Card or PayPal. Besides this, is also relevant to note that all the passwords associated to each client account are encrypted in our database.

The only selling channel available is our website, which sells and ships exclusively at national level.

Each brand (Apple iPhone, Samsung Galaxy, Huawei) can have multiple models, but one model cannot belong to multiple brands, since they are exclusive.

Each product type can exist in multiple brands and each brand can have various range of product types.

A purchase is associated to a specific customer account that selects only one payment method, however, can have one or more associated products in the respective order.

In order to elect our 3 best clients, we decided to stablish our criteria as a ratio of the *Average Spending per order (in euros)*, this way the clients that appear with higher values are the ones who spent more per order.

