# Project Overview

AllKind Naturals, a pioneering company in the natural beauty and skincare industry, has meticulously structured a Database Management System (DBMS) to effectively manage its operations and ensure a superior customer experience. As the company's product line encompasses diverse categories—Hair, Face, and Body—the database is designed to handle a vast array of data across various tables that facilitate efficient management of product details, customer interactions, and transaction records.

Problem Statement:

In order to improve sales, In today's competitive market, understanding customer feedback is crucial for the success of any product.

Brand Allkind Naturals, operates in the skincare industry and offers a range of products to its customers. However, analysing sales and keeping track of customer sentiment and leveraging feedback to improve products and make strategic decisions has been a challenge.

Objective:

The main goal is to gain a deeper understanding of customer preferences related to these product lines. By doing so, AllKind Naturals aims to enhance product appeal and stimulate sales growth.

Approach:

To achieve this, we will implement a strategy that involves distributing feedback surveys to the entire customer base. This will enable us to gather substantial data on customer opinions and product experiences.

Database Structure Overview:-

1. Product\_Category Table:

This foundational table organizes products into three distinct categories: Hair, Face, and Body. Each category is given a unique identifier, which simplifies the management and retrieval of product information, enabling streamlined reporting and inventory control.

2. Products Table:

A critical component of the database, the Products table stores essential details about each item, including its name, associated category through a foreign key, and cost. The uniqueness of the product name is enforced to eliminate any ambiguities in product identification, thereby ensuring that each product is distinctly recognized within the system.

3. Customers Table:

This table captures exhaustive information about the customers, including their first and last names, gender, unique email addresses, phone numbers, and full address details. The use of unique constraints on email and phone numbers prevents duplicate records, ensuring the integrity and accuracy of customer data.

4. Purchases Table:

Vital for tracking sales transactions, the Purchases table records which customer purchased which product, including details like the cost, quantity, and date of the transaction. This table is indispensable for maintaining accurate sales records, managing inventory levels, and understanding purchasing patterns.

5. Sentiments Table:

Recognizing the importance of customer feedback, the Sentiments table categorizes opinions into three types: Positive, Neutral, and Negative. This classification aids in conducting detailed sentiment analysis, providing clear insights into customer satisfaction and product reception.

6. Feedbacks Table:

Directly linked to customers, products, and sentiments, this table is a repository of detailed customer feedback. It includes the customer's rating, specific comments, and the date of feedback, while unique constraints ensure that feedback is uniquely catalogued for each product per customer per day.

Conclusion:

AllKind Naturals' investment in a sophisticated DBMS underscores its commitment to leveraging technology for business excellence. The structure and functionality of the database are designed to support the company's dynamic needs, ensuring scalability and flexibility in operations. Through meticulous data management and analysis, AllKind Naturals continues to enhance its product offerings and market presence, setting a benchmark in the natural beauty and skincare industry.

[Application Link](https://app.powerbi.com/groups/me/reports/e593558b-a10a-4a47-aa3c-ba373ed0fe8c/ReportSection978d7f4b366d31ad8741?experience=power-bi)

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