



Mail



Calendar



Photos



Camera



Maps



Clock



Weather



Stocks



Wallet



Notes



Reminders



News



iTunes Store



App Store



iBooks



TV



Home



Health



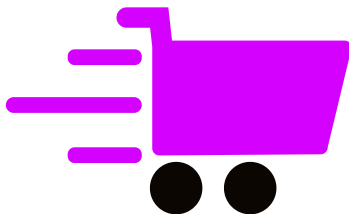
Settings



InstaCart

InstaCart





InstaCart




Background of the Study

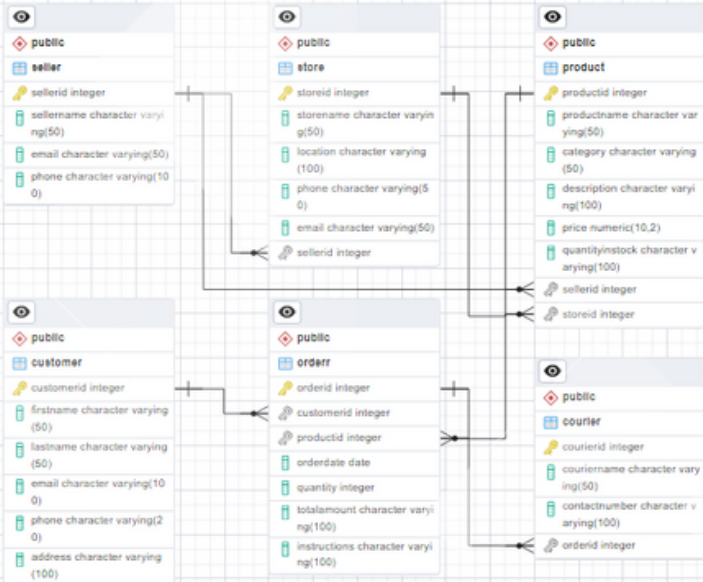
Traditional marketing methods confront formidable challenges in today's dynamic business landscape, demanding a compelling shift towards more contemporary strategies. Their inherent limitations, such as restricted reach, high costs, and difficulties in measuring return on investment, place businesses at a disadvantage, particularly those with modest budgets. The lack of interactivity and slow response time further hamper engagement, while the inability to precisely target specific demographics limits their effectiveness in reaching the right audience. Additionally, the environmental impact of physical materials raises ethical concerns at a time when sustainability is paramount. As consumer preferences evolve towards digital interactions, the diminishing efficacy of traditional methods underscores the urgency for businesses to embrace innovative, data-driven approaches. By adapting and integrating digital strategies seamlessly, companies can not only overcome these challenges but also position themselves as agile, customer-centric entities ready to thrive in the ever-changing market landscape.

Problem Statement and System Impact

Shifting to an online marketing system offers businesses transformative advantages by overcoming challenges tied to traditional methods. This transition extends market reach globally, brings cost efficiency through digital channels, and provides measurable returns with robust analytics. The interactive nature of online platforms enhances customer engagement, and precise targeting options ensure campaigns reach the most relevant audience. Quick response times for adjustments, reduced environmental impact, and competitiveness in the digital landscape further underscore the benefits of adopting an online marketing strategy.



DATABASE SCHEMA





LOGIN MENU



InstaCart



LOGIN AS SELLER

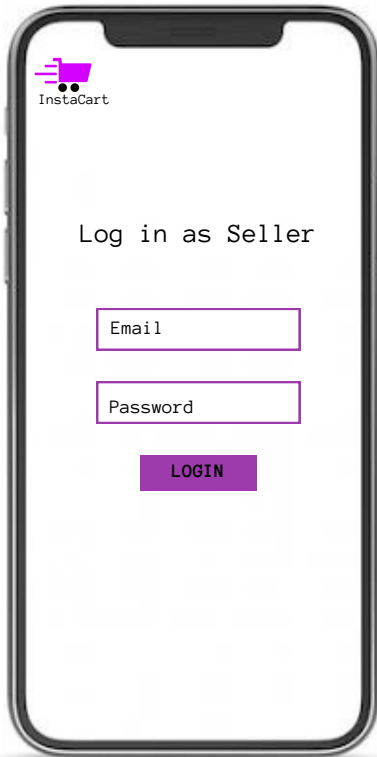


LOGIN AS CUSTOMER

SELLER LOGIN

Query:

```
SELECT sellerid FROM  
Seller WHERE Email =  
'email' AND Password =  
'password';
```



InstaCart

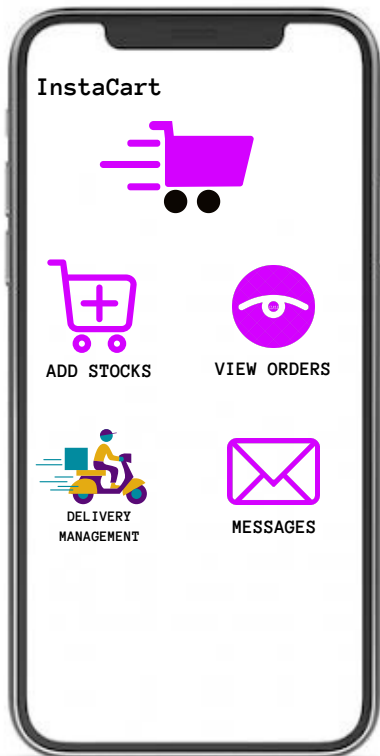
Log in as Seller

Email

Password

LOGIN

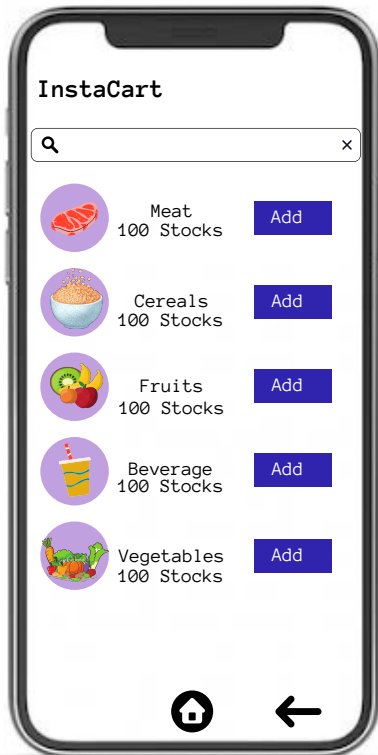
SELLER INTERFACE



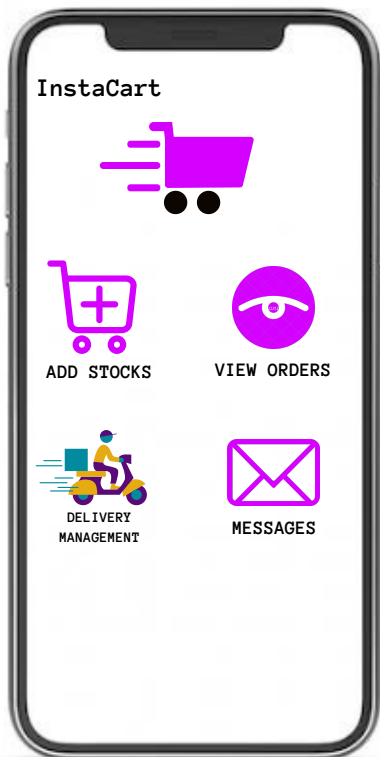
ADD STOCKS

Query:

```
UPDATE Product SET  
QuantityInStock= 100  
WHERE ProductID = 10;
```



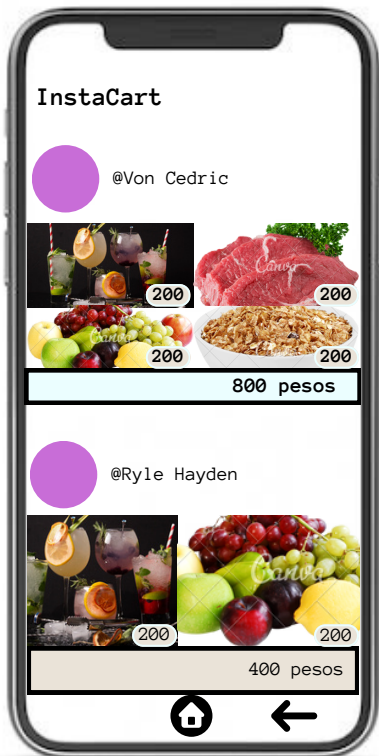
SELLER INTERFACE



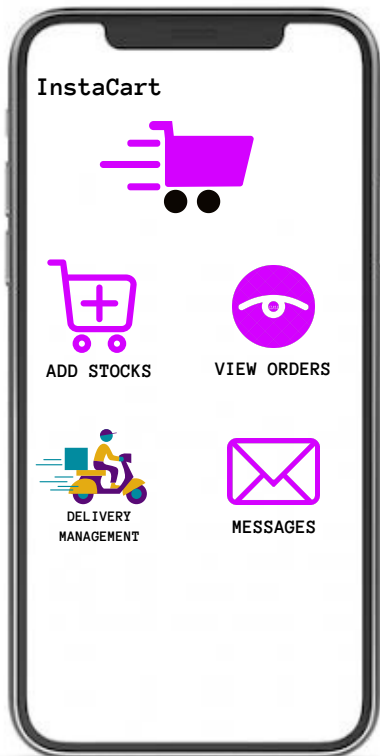
VIEW ORDERS

Query:

```
SELECT * FROM Orderr  
WHERE CustomerID =  
    'Customerid';
```



SELLER INTERFACE



InstaCart



Cedrick Panaligan



Available



Denver Salazar



Not Available



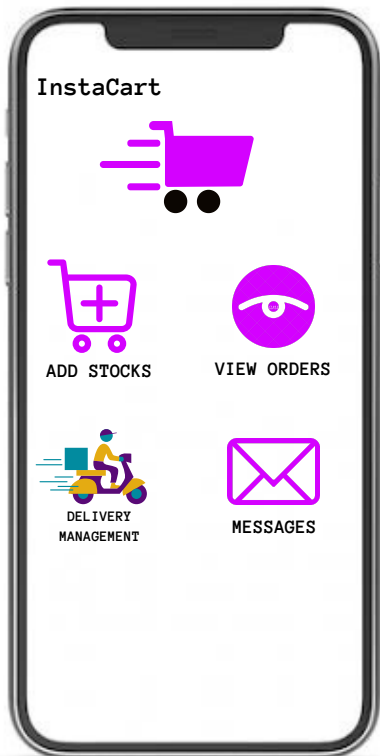
Alleon John Perez



Not Available



SELLER INTERFACE



InstaCart



Messages



Cedrick Panaligan



Von Cedric Latag



Denver Salazar



Keith Ciruelas

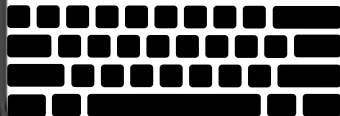
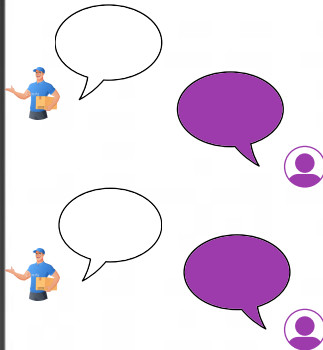


InstaCart



Cedrick Panaliga

Sign Out



BACK TO MAIN
MENU



InstaCart




LOGIN AS SELLER



LOGIN AS CUSTOMER

CUSTOMER LOGIN



InstaCart

Log in as Customer

Email

Password

LOGIN

NOT YET REGISTERED? [CREATE AN ACCOUNT](#)



Create an Account

Register



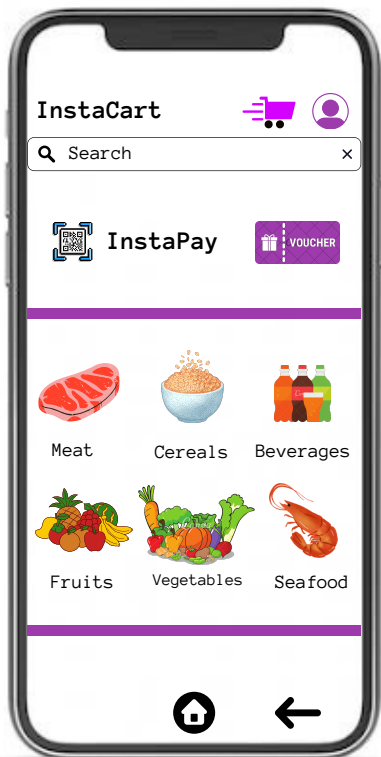
Log in as Customer

LOGIN

NOT YET REGISTERED? [CREATE AN ACCOUNT](#)

Query:

```
SELECT customerid FROM  
Customer WHERE Email =  
'(email)' AND Password  
= '(password)';
```



InstaCart



🔍 Vegetables



Vegetables

1.1k sold

300 Pesos

ADD TO CART



Vegetables

200 sold

500 Pesos

ADD TO CART

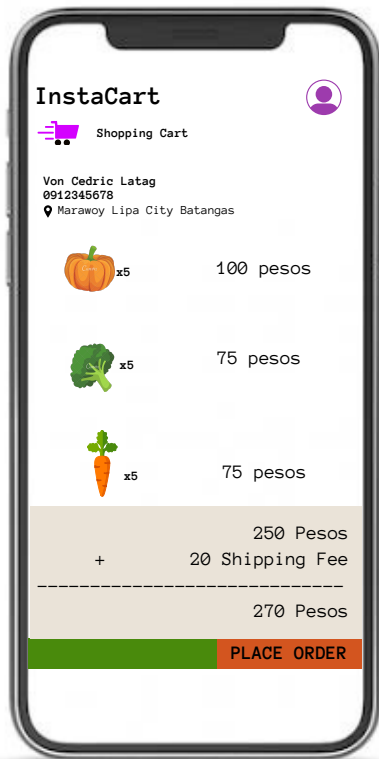
VIEW ORDERS

Query:

```
SELECT * FROM Orderr
```

Query:

```
SELECT SUM(column_name)  
AS total_sum FROM  
table_name;
```



InstaCart



Q Search



My Account



InstaPay



Meat



Cereals



Beverages



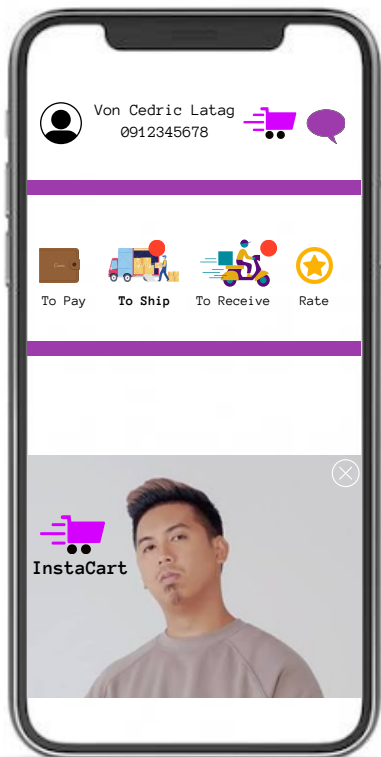
Fruits



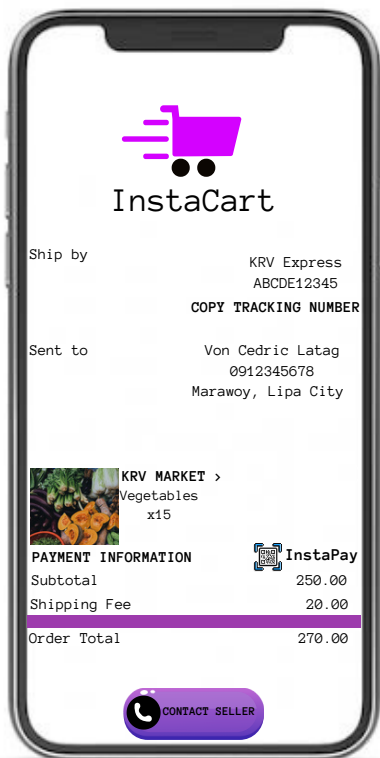
Vegetables



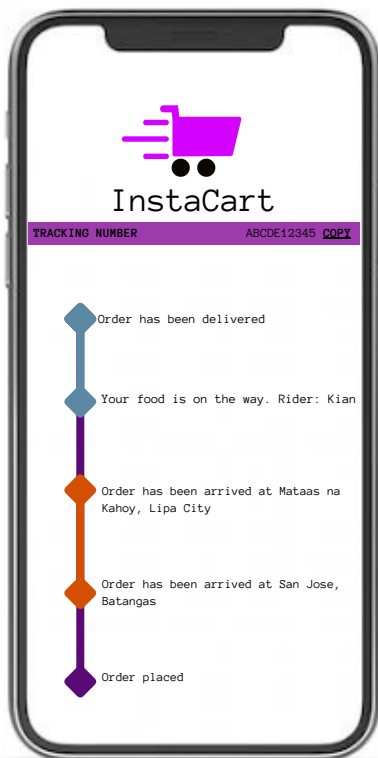
Seafood



TO SHIP



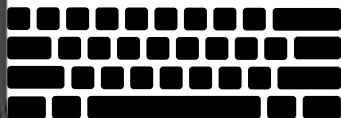
TO RECEIVE



InstaCart



Seller





BACK TO MAIN
MENU

