

Database Topic

Skincare products data management system

Mission Statement

The purpose of the database is to maintain the skincare products information, transaction and customers' information data (including skin type, gender, age, etc.). The end users of the system are the retailers. With this system, retailers can evaluate customers' demand, product inventory and category to guide marketing initiatives.

Mission Objectives

- To maintain customer information, transaction, and product information data.
- To collect the products' reviews and evaluate products between different brands.
- To track payment records for each customer.
- To identify various kinds of products that meet different customers' needs.
- To visualize the results and help customers find the products that suit them most.
- To present integrated insights and allow retailers to analyze sales statistics to help with making a business plan.