EXOTANIMAL E-COMMERCE

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PROJECT TASK

E-Commerce Platform with Customer and Sales Analytics

Description

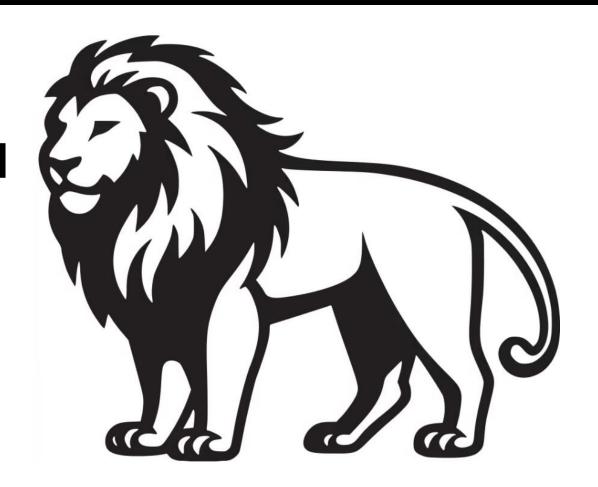
- Create an e-commerce database products, categories, users, orders, reviews, payment details.
- Implement functionalities like product browsing, order processing, and customer reviews.

Challenge

- Add a sales analysis dashboard to show trends in customer purchases, most popular products, seasonal variations, and profit per order.
- Implement triggers and stored procedures to handle updates efficiently.

EXOT ANIMAL E-COMMERCE

A platform dedicated to delivering exotic wildlife and their necessities, ensuring safety and care standards are upheld to safely transition them to their new home.



THE DATABASE

10 Entities 11 Relationships

Follows 3rd Normal Form (3NF)

ALL tables with...

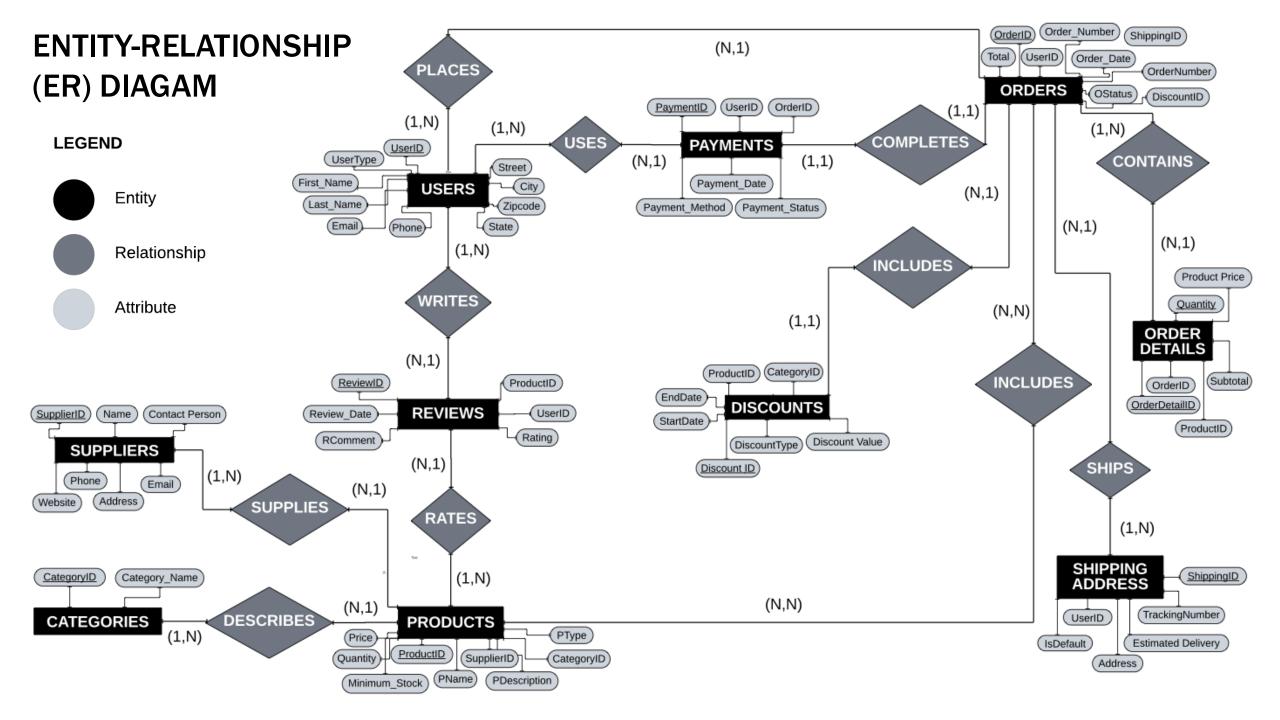
...unique, primary & foreign keys

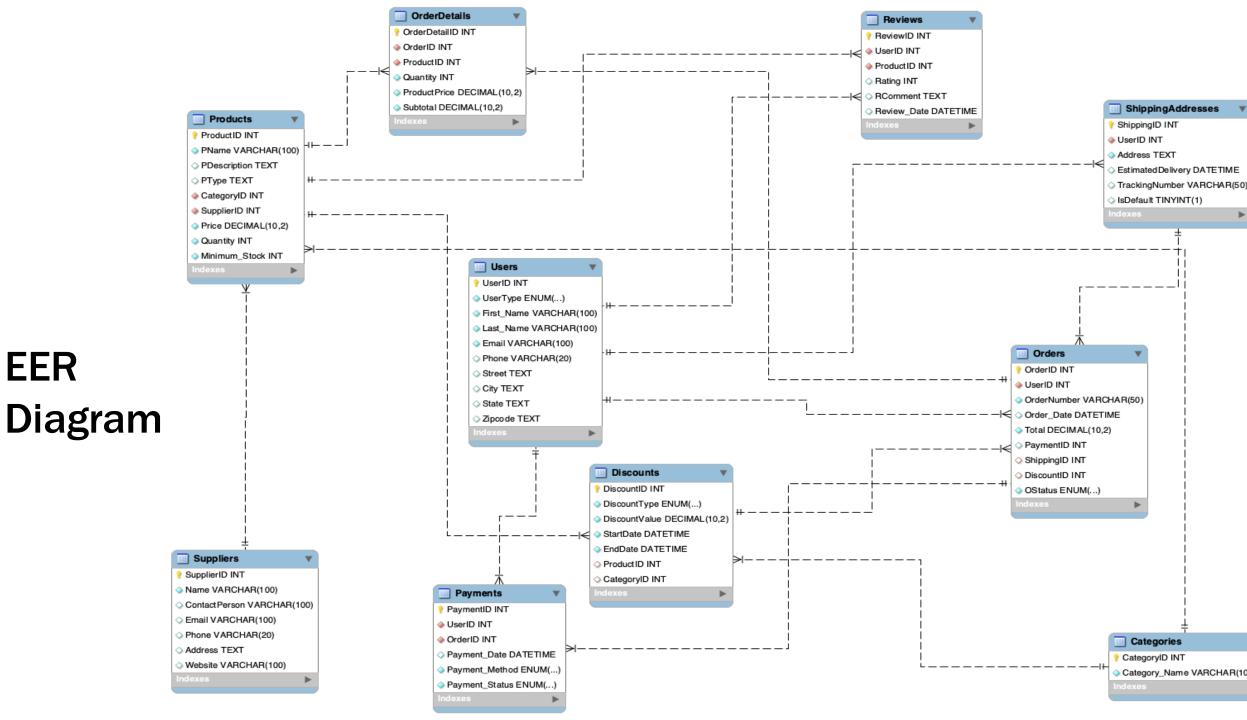
...required domains

User: ID, name, email, and address

NO repeating groups/arrays in rows
NO partial dependencies
NO transitive dependencies

Categories Product Orders Users





BHAVIN BUYS A LION

1. Order is created



User Type, Full Name, E-Mail Address, Phone, Password, Product Name, Quantity

Generates

User ID, Subtotal

3. Order is placed



Generates

Order ID,
Number, Date, & Status, &
Shipping ID, Tracking Number,
Payment Status

2. Shipping & payment are updated

Enters

Address, Payment Method

Generates

Total, Payment ID, Estimated Delivery

4. Order is received

Enters

Product ID/Name, Comment, Rating



Generates

Review ID, Review Date

QUERIES

Basic CRUD Queries

Adding (INSERT INTO) & Retrieve (SELECT) Information

Complex Queries

Analysis (GROUP BY, ORDER BY)

Sales Trends
 Top Sellers/Buyers

Performance Optimization

Indexing (CREATE INDEX) for quick & easy retrieval of data

- Active Users
- Top Sellers & Their Description

BASIC QUERIES - CRUD

Create (Insert Data)

```
INSERT INTO Users (UserType, First_Name, Last_Name, Email, Phone, Street, City, State, Zipcode)
VALUES ('Admin', 'Saeid', 'Motevali', 'smotevali1@gsu.edu', '4044132000', '33 Gilmer Street SE', 'Atlanta', 'GA', '30303');
```

Read (Retrieve Data)

```
SELECT *
FROM Users;
```

Update (Modify Data)

```
UPDATE Suppliers
SET Phone = '6789998212'
WHERE Name = 'Fake Company';
```

Delete (Remove Data)

```
DELETE FROM Products
WHERE PName = 'Hamster Bedding';
```

COMPLEX QUERIES

FIND THE MOST TO LEAST EXPENSIVE PRODUCTS

```
# COMPLEX OUERY TO ORDER MOST EXPENSIVE ITEM TO LEAST EXPENSIVE ITEM
SELECT
    p.ProductID,
    p.PName AS Product Name,
    p.CategoryID,
    c.Category_Name,
    p.Price,
    p.Quantity,
    RANK() OVER (ORDER BY p.Price DESC) AS Price_Rank
FROM
    Products p
LEFT JOIN
    Categories c ON p.CategoryID = c.CategoryID
ORDER BY
    p.Price DESC;
```

COMPLEX SORT BY:

- EMPLOYEE RANK() FUNCTION (ADVANCED SQL FEATURE)
- DYNAMICALLY ASSIGNING RANK
- JOIN INTEGRATION EVEN WITH DIFFERENT CATEGORICAL ITEMS
- SCALABILITY

ProductID	Product_Name	CategoryID	Category_Name	Price	Quantity	Price_Rank
9	Polar Bear	1	Animals	8000.00	2	1
5	Lion	1	Animals	5000.00	10	2
6	Bull	1	Animals	2000.00	5	3
8	Cat	1	Animals	150.00	200	4
1	Dog Food	5	Bedding	30.00	100	5
7	Frog	1	Animals	25.00	300	6
2	Cat Medicine	3	Medicine	15.00	50	7
3	Bird Toy	4	Toys	10.00	200	8

COMPLEX QUERIES

```
# COMPLEX QUEREY - GIVE THE CATEGORY WITH THE MOST PRODUCTS
(—) WITH MostPopulatedCategory AS (
       SELECT
           CategoryID,
           COUNT(*) AS Product Count
       FROM
           Products
       GROUP BY
           CategoryID
       ORDER BY
           Product Count DESC
       LIMIT 1
   SELECT
       p.CategoryID,
       c.Category_Name,
       p.ProductID,
       p.PName AS Product Name,
       p.Price,
       p.Quantity
   FROM
       Products p
   JOIN
       Categories c ON p.CategoryID = c.CategoryID
   WHERE
       p.CategoryID = (SELECT CategoryID FROM MostPopulatedCategory)
   ORDER BY
       p.Price DESC;
```

FIND THE CATEGORY WITH THE HIGHEST PRODUCT AVAILABILITY

- Category 1 with 5 Animals
- Mainly useful for admin purposes

	CategoryID	Category_Name	ProductID	Product_Name	Price	Quantity
	1	Animals	9	Polar Bear	8000.00	2
	1	Animals	5	Lion	5000.00	10
	1	Animals	6	Bull	2000.00	5
	1	Animals	8	Cat	150.00	200
	1	Animals	7	Frog	25.00	300
			Made and a second			Yall alla

COMPLEX QUERIES

```
# COMPLEX OUERY TO SHOW SUPPLIER WITH MOST PRODUCT DELIVERY
WITH SupplierProductCounts AS (
      SELECT
          SupplierID,
          COUNT(*) AS Total Products
      FROM
          Products
      GROUP BY
          SupplierID
      ORDER BY
          Total_Products DESC
      LIMIT 1
  SELECT
      p.SupplierID,
      s.Name.
      p.ProductID,
      p.PName AS Product Name,
      p.Price,
      p.Quantity
  FROM
      Products p
  JOIN
      Suppliers s ON p.SupplierID = s.SupplierID
  WHERE
      p.SupplierID = (SELECT SupplierID FROM SupplierProductCounts)
  ORDER BY
      p.Price DESC:
```

FIND THE SUPPLIER WITH THE MOST PRODUCT SUPPLY

- Valuable to know what suppliers the company depends on the most
- Exclusively useful to Admin

	SupplierID	Name	ProductID	Product_Name	Price	Quantity	
	6	Exotic Petz	9	Polar Bear	8000.00	2	
	6	Exotic Petz	5	Lion	5000.00	10	
	6	Exotic Petz	6	Bull	2000.00	5	
	6	Exotic Petz	8	Cat	150.00	200	
	6	Exotic Petz	7	Frog	25.00	300	
4000							

CREATING THE DATA

```
# INSERT INTO Suppliers (Name, ContactPerson, Email, Phone, Address, Website)

VALUES

('Fake Company', 'Liam Maxim', 'fakeemail@gmail.com', '1234567890', '1 Fake Street, Atlanta, GA 12345', 'www.fakewebsite.com'),

('John Doe Supplies', 'John Doe Smith', 'johndoesupplies@gmail.com', '6795467878', '1 Happy Place Road, New York City, NY 12546', 'www.johndoesupplies.com'),

('Wildlife Suppliers', 'Mike Smith', 'supplierms@example.com', '123456990', '123 Wildlife Avenue, Los Angeles, CA 30221', 'www.wildlifesuppliers.com'),

('Luxury Pet Supplies', 'Macy Lee', 'macylee@luxurypetsupplies.com', '0123456789', '707 Pet Lane, Atlanta, GA 54892', 'www.luxurypetsupplies.com'),

('Animal Superfoods', 'Jason Chin', 'jchin@animalsuperfoods.com', '4885678909', '555 Foxy Trail, Atlanta, GA 90012', 'www.animalsuperfoods.com'),

('Exotic Petz', 'Shown Li', 'exoticpetz@yahoo.com', '6785409897', '6960 Orlado Way Drive, Miami, FL, 34509', 'www.ebay.com/exoticpetz');
```

```
# INSERT PRODUCT OPTIONS AVAILABLE FOR SALE
INSERT INTO Products (PName, PDescription, PType, CategoryID, SupplierID, Price, Quantity, Minimum_Stock)
VALUES
    ('Dog Food', 'High-protein dog food for active pets', 'Food', 5, 2, 30.00, 100, 10),
    ('Cat Medicine', 'Vitamin supplements for cats', 'Medicine', 3, 3, 15.00, 50, 5),
    ('Bird Toy', 'Colorful chewable toy for parrots', 'Toys', 4, 4, 10.00, 200, 20),
    ('Hamster Bedding', 'Soft and eco-friendly bedding for small pets', 'Bedding', 4, 5, 8.00, 300, 30),
    ('Lion', 'A large wild animal', 'Animals', 1, 6, 5000.00, 10, 1),
    ('Bull', 'A large wild animal with horns, common in Spain', 'Animals', 1, 6, 2000.00, 6, 1),
    ('Frog', 'Green jumping animal', 'Animals', 1, 6, 25.00, 300, 1),
    ('Cat', 'Friendly feline', 'Animals', 1, 6, 150.00, 200, 1),
    ('Polar Bear', 'A white, cold weather bear', 'Animals', 1, 6, 8000.00, 2, 1);
```

```
# INSERT SHOPPING ITEM CATEGORIES
INSERT INTO Categories (Category_Name)
VALUES
          ('Animals'),
          ('Food'),
          ('Medicine'),
          ('Toys'),
          ('Bedding');
```

DATA TABLES

UserID	UserType	First_Name	Last_Name	Email	Phone	Street	City	State	Zipcode	
1	Customer	John	Doe	john.doe@example.com	1234567890	123 Main St	New York	NY	10001	
2	Customer	Gracie	Rehberg	drehberg1@student.gsu.edu	4789733618	1600 Pennsylvania	Washington	DC	20500	
3	Customer	Lilly	Parham	lparham2@student.gsu.edu	6785487048	6000 Universal Boulevard	Orlando	FL	32819	
4	Admin	Saeid	Motevali	smotevali1@gsu.edu	4044132000	33 Gilmer Street SE	Atlanta	GA	30303	
5	Customer	Bhavin	Patel	bpatel13@student.ksu.edu	4784449466	69 Rainbow Place	Atlanta	GA	32879	
6	Customer	Selena	Gomez	selenagomez@superstar.com	7709908989	99 High Boulevard	Los Angeles	CA	67678	
NULL	NULL	NULL	NULL	HULL	NULL	NULL	NULL	NULL	NULL	

ProductID	PName	PDescription	PType	CategoryID	SupplierID	Price	Quantity	Minimum_Stock	
1	Dog Food	High-protein dog food for active pets	Food	5	2	30.00	100	10	
2	Cat Medicine	Vitamin supplements for cats	Medicine	3	3	15.00	50	5	
3	Bird Toy	Colorful chewable toy for parrots	Toys	4	4	10.00	200	20	
5	Lion	A large wild animal	Animals	1	6	5000.00	10	1	
6	Bull	A large wild animal with horns, common in Spain	Animals	1	6	2000.00	5	1	
7	Frog	Green jumping animal	Animals	1	6	25.00	300	1	
8	Cat	Friendly feline	Animals	1	6	150.00	200	1	
9	Polar Bear	A white, cold weather bear	Animals	1	6	8000.00	2	1	
NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	

FUNCTIONALITY

Triggers (CREATE TRIGGER)

 Executed after a new record is inserted into "OrderDetails" table

Stored Procedures (CREATE PROCEDURE)

Generates...

- Total amount spent per customer
- Detailed sales report for a given period

TRIGGERS

```
# TRIGGER WHEN ITEMS FALL BELOW RECOMMENDED MINIMUM INVENTORY LEVEL
DELIMITER $$
CREATE TRIGGER trg_update_low_stock
AFTER UPDATE ON Products
FOR EACH ROW
BEGIN
    IF NEW.Quantity < NEW.Minimum_Stock THEN
       UPDATE Products
        SET LowStockFlag = 1
        WHERE ProductID = NEW.ProductID;
    ELSE
        UPDATE Products
        SET LowStockFlag = 0
        WHERE ProductID = NEW.ProductID;
    END IF;
END$$
DELIMITER ;
```

- Purpose: Automatically flags products with low stock.
- When It Runs: After any update to the Products table.
- What It Does:
 - Sets LowStockFlag to 1 if Quantity is below Minimum_Stock.
 - Sets LowStockFlag to 0 if stock is sufficient.
- Why It's Useful:
 - Keeps track of low-stock products in realtime.
 - Reduces the need for manual checks.
 - Uses the existing Products table no extra tables needed.

THE INTERFACE

THEINTERFACE

Input Validation

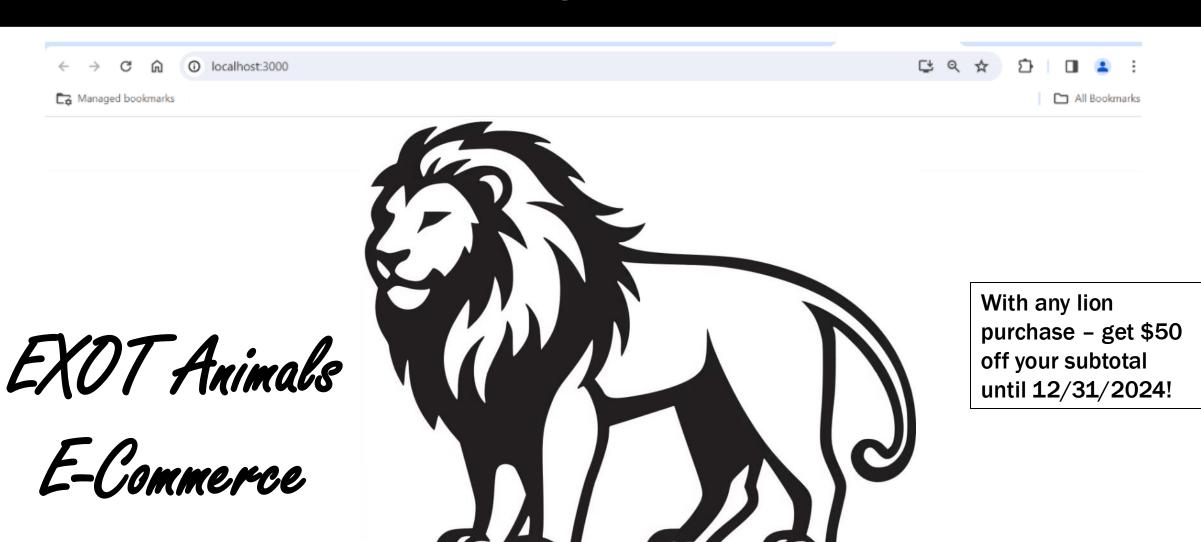
- Credit Card Validation
- Address Input

Error Handling

(User Error Messages)

- Front-end
- Back-end

THE FRONT-END



THE BACK-END

```
# $50 DISCOUNT ON ANY LION PURCHASES

INSERT INTO Discounts (DiscountType, DiscountValue, StartDate, EndDate, ProductID, CategoryID)

VALUES ('Flat', 50.00, NOW(), '2024-12-31', 6, 1);

# GET THE DISCOUNT ID

SELECT DiscountID

# ADD TO ORDER DETAILS WITH DISCOUNT APPLIED
INSERT INTO OrderDetails (OrderID, ProductID, Quan
```

DISCOUNTS

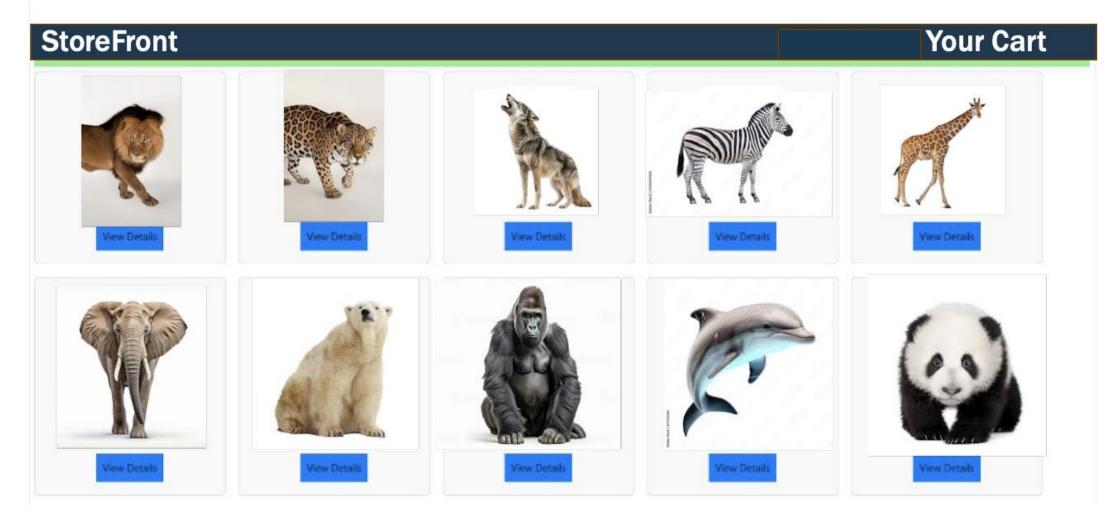
 \$50 OFF ON ANY LION PURCHASE FROM NOW TO 12/31/24

WHERE DiscountValue = 50.00 AND ProductID = 6;

```
INSERT INTO OrderDetails (OrderID, ProductID, Quantity, ProductPrice, Subtotal)
O VALUES (
       (SELECT OrderID FROM Orders WHERE OrderNumber = 'ORD10001'),
       5000.00,
       5000.00 - (SELECT DiscountValue
                  FROM Discounts
                  WHERE ProductID = 6 AND CategoryID = 1)
   # UPDATE TOTAL IN ORDERS TO REFLECT DISCOUNT
  UPDATE Orders
SET Total = Total - (SELECT DiscountValue)
                        FROM Discounts
                       WHERE ProductID = 6 AND CategoryID = 1)
   WHERE OrderNumber = 'ORD10001';
```

THE FRONT-END

Exot Animals E-Commerce



THE BACK-END

ORDERS

 BHAVIN IS OPENING A NEW ZOO, HE STILL NEEDS A LION AND SEES THEY ARE ON DISCOUNT AT EXOT ANIMALS E-COMMERCE, SO HE DECIDES TO ORDER ONE.

```
# USER 5 (BHAVIN PATEL) WANTS TO BUY A LION - HE STARTS THE ORDER
INSERT INTO Orders (UserID, OrderNumber, Total, PaymentID, ShippingID, DiscountID, OStatus)
VALUES (5, 'ORD10001', 5000.00, NULL, NULL, 'Pending');

# GIVES US THE ORDER ID
SELECT OrderID
FROM Orders
WHERE OrderNumber = 'ORD10001';
```

THE FRONT-END

Exot Animals E-Commerce

Payment Information



Billing Information

Name:"	First Name	Last Name	
Company:			
Address1:*			
Address2:			
Country:*	United States		-
Zip/Postal Code:*			
City/Town:"			
State/Province:"	Please Choose		- 2
	Player provide at layer one p	have number	
Cell.Phone:			
Home Phone:			
Work Phone:			
P.O. #/Other Ref:			
Email Address."			
	the will panel this small address	an Driter Confirmation.	

Same as John Newman

THE BACK-END

```
# BHAVIN PAYS FOR THE LION - ORDER # ORD10001
INSERT INTO Payments (UserID, OrderID, Payment_Date, Payment_Method, Payment_Status)
VALUES (5, (SELECT OrderID FROM Orders WHERE OrderNumber = 'ORD10001'), NOW(), 'Credit Card', 'Completed');
# GETS THE PAYMENT ID FOR THE TRANSACTION
SELECT PaymentID
FROM Payments
WHERE OrderID = (SELECT OrderID FROM Orders WHERE OrderNumber = 'ORD10001');
# INSERTS BHAVIN'S SHIPPING LOCATION
INSERT INTO ShippingAddresses (UserID, Address, EstimatedDelivery, TrackingNumber, IsDefault)
VALUES (5, '789 New Street, Los Angeles, CA, 90001', '2025-01-15', 'SHIP123456789', TRUE);
# GET THE SHIPPING ID
SELECT ShippingID
FROM ShippingAddresses
WHERE UserID = 5
AND Address = '789 New Street, Los Angeles, CA, 90001';
```

PAYMENT & SHIPPING

BHAVIN MUST PAY FOR THE LION. HIS CREDIT CARD IS VETTED ON THE BACKEND, ENSURING HE HAS THE NECCESARY FUNDS, THEN HE IS ALLOWED TO ENTER HIS SHIPPING INFO.

```
# SET ORDER STATUS TO SHIPPED AFTER PAYMENT IS COMPLETED

UPDATE Orders

SET OStatus = 'Shipped'

WHERE OrderNumber = 'ORD10001'

AND PaymentID = (SELECT PaymentID FROM Payments WHERE OrderID = Orders.OrderID AND Payment_Status = 'Completed');
```

BHAVIN'S ORDER INFO.

OrderID	UserID	OrderNumber	Order_Date	Total	PaymentID	Shi	DiscountID	OStatus	
1	5	ORD10001	2024-12-04 12:40:37	4950.00	1	1	1	Shipped	
NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	

Pay	UserID	OrderID	Payment_Date	Payment_Method	Payment_Status	
1	5	1	2024-12-04 12:40:47	Credit Card	Completed	
NULL	NULL	NULL	NULL	NULL	NULL	

Shi	UserID	Address	EstimatedDelivery	TrackingNumb	IsDefault	
1	5	789 New Street, Los Angeles, CA, 90001	2025-01-15 00:00:00	SHIP123456789	1	
NULL	NULL	NULL	NULL	NULL	NULL	

APPENDICES

APPENDIX I

Data Dictionary

ENTITY: USERS

Attribute	Data Type	Description
UserID	Integer	Unique identifier for the user.
Name	String	Full name of the user.
Email	String	Email address of the user.
Password	String	Encrypted password for user authentication.
Address	String	Physical address of the user.
Phone	String	Contact phone number of the user.
UserType	Enum (Admin/Customer)	Specifies whether the user is an admin or a customer.

ENTITY: PRODUCTS

Attribute	Data Type	Description
ProductID	Integer	Unique identifier for the product.
Name	String	Name of the product.
CategoryID	Integer (FK)	Identifier linking to the product category.
Price	Float	Price of the product.
StockQuantity	Integer	Number of units available in stock.
Description	String	Detailed description of the product.
SupplierID	Integer (FK)	Identifier linking to the supplier of the product.

ENTITY: CATEGORIES

Attribute	Data Type	Description
CategoryID	Integer	Unique identifier for the category
CategoryName	String	Name of the category

ENTITY: ORDERS

Attribute	Data Type	Description
OrderID	Integer	Unique identifier for the order.
UserID	Integer (FK)	Identifier linking to the user who placed the order.
OrderDate	Date	Date the order was placed.
TotalAmount	Float	Total cost of the order.
PaymentID	Integer (FK)	Identifier linking to the payment details.
Status	Enum (Pending/Completed/Cancelled)	Current status of the order.
ShippingID	Integer (FK)	Identifier linking to shipping details.
DiscountID	Integer (FK)	Identifier linking to applied discounts.

ENTITY: ORDER DETAILS

Attribute	Data Type	Description
OrderDetailID	Integer	Unique identifier for the order detail.
OrderID	Integer (FK)	Identifier linking to the order.
OrderNumber	String	Reference number for the order.
ProductID	Integer (FK)	Identifier linking to the product.
Quantity	Integer	Quantity of the product in the order.
ProductPrice	Float	Price of the product at the time of the order.

ENTITY: REVIEWS

Attribute	Data Type	Description
ReviewID	Integer	Unique identifier for the review.
ProductID	Integer (FK)	Identifier linking to the reviewed product.
UserID	Integer (FK)	Identifier linking to the reviewer.
Rating	Integer (1-5)	Rating given by the user.
Comment	String	Review comments.
ReviewDate	Date	Date of the review.

ENTITY: PAYMENTS

Attribute	Data Type	Description
PaymentID	Integer	Unique identifier for the payment.
UserID	Integer (FK)	Identifier linking to the user.
OrderID	Integer (FK)	Identifier linking to the order.
PaymentMethod	Enum (Credit Card/PayPal/Bank Transfer)	Method of payment.
PaymentStatus	Enum (Successful/Failed/Pending)	Status of the payment.
PaymentDate	Date	Date

ENTITY: SHIPPING ADDRESSES

Attribute Name	Data Type	Description
ShippingID	Integer	Unique identifier for each shipping address.
UserID	Integer	Foreign key referencing Users table.
Address	String	Shipping address.
EstimatedDelivery	Date	Estimated delivery date.
TrackingNumber	String	Tracking number for the shipment.

ENTITY: DISCOUNTS

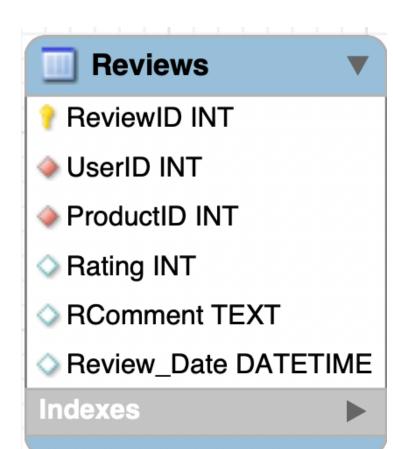
Attribute Name	Data Type	Description
DiscountID	Integer	Unique identifier for each discount.
DiscountType	String	Type of discount (e.g., Percentage).
DiscountValue	Float	Value of the discount.
StartDate	Date	Start date of the discount.
EndDate	Date	End date of the discount.
ProductID	Integer	Foreign key referencing Products table.
CategoryID	Integer	Foreign key referencing Categories table.

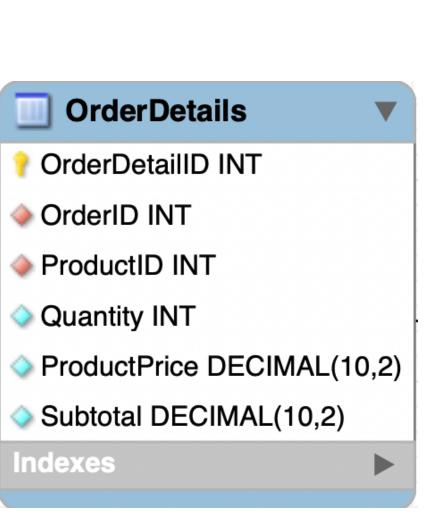
ENTITY: SUPPLIERS

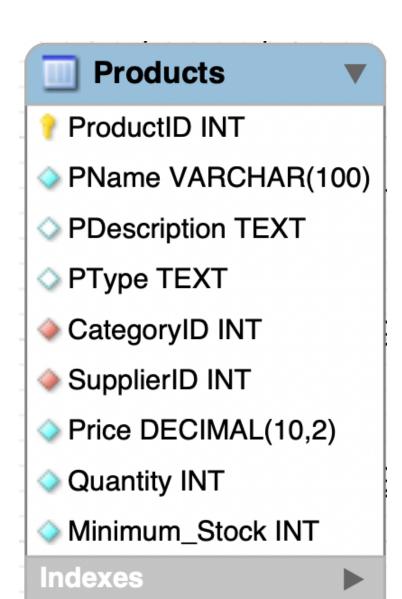
Attribute Name	Data Type	Description
SupplierID	Integer	Unique identifier for each supplier.
Name	String	Name of the supplier.
ContactPerson	String	Primary contact person at the supplier.
Email	String	Email address for the supplier.
Phone	String	Contact phone number for the supplier.
Address	String	Address of the supplier.
Website	String	Supplier's website URL.

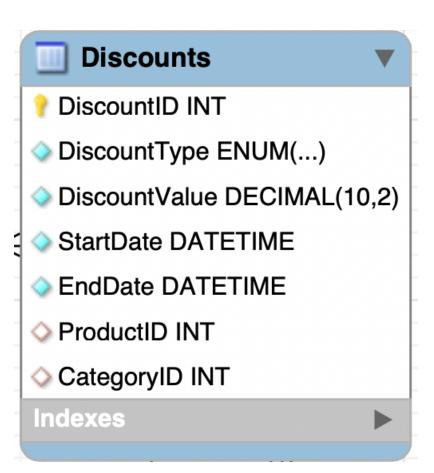
APPENDIX II

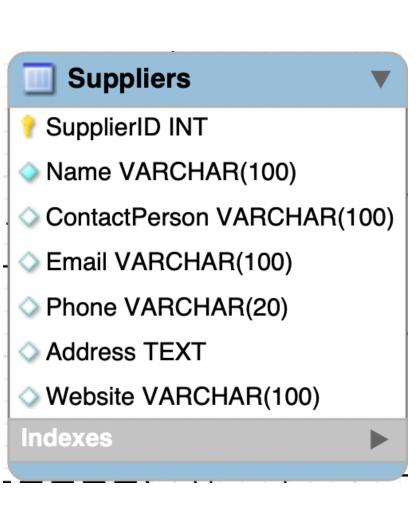
EER Diagram

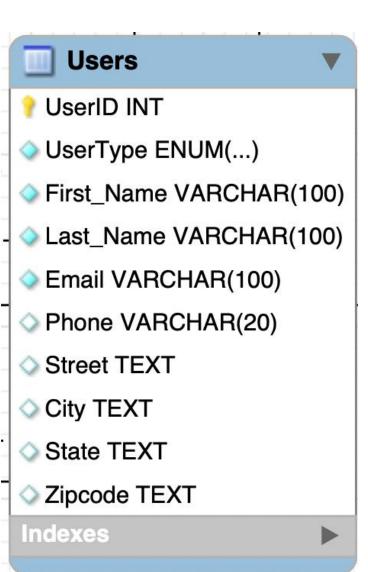


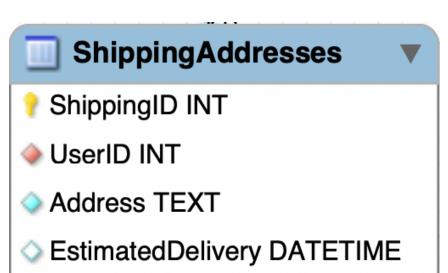












- TrackingNumber VARCHAR(50)
- IsDefault TINYINT(1)

Indexes



