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Data Management – D597

Task 2: Non-relational Database Design and Implementation

Part 1: Design Document

A1. Business Problem

The cosmetics industry is facing a challenging problem right now with customers with varying skin types, concerns, and budgets making it difficult to provide personal product recommendations. In addition to the vast majority of products available to customers, it’s easy for them to feel overwhelmed and often buy products that are not for their needs. This will lead to the customer being dissatisfied with their purchases and will cause a return and reduce customer loyalty. Developing a personal database for business that can help customers with products based on criteria can lead to great customer satisfaction.

A2. Database Justification

A NoSQL is the most ideal solution for the business problem from the previous section and here are several reasons why.