**Entities**

1-Customer\_Info: ID, Name, Email, Phone, Address, Date\_of\_birth

2-Order: ID, Date, order status (Pending, Delivered, Cancelled),

Total\_Price,Tax\_Amount,Freight,Total\_Due,Ship\_Date

3-Product:ID, Name, Description, Price

4-Payment\_Method:ID, Type, Card Num, Expiration Date

5-Support\_Ticket:ID, Date, Issue, Status

6-Feedback:ID, Rating, Comment, Date

7-Shipping\_Address: ID, Street, City, State, Country, Postal Code

8-Segment: ID, Name, Criteria

9-Referral: Referral ID, Referral Date, Discount

10- Category: Cat\_ID,Cat\_Name

11-SalesPerson: Person\_ID,Person\_Name

13- Returns: Ret\_ID,Reason,Return\_Date

Hint -> The **Criteria** attribute in the **Segment** entity represents the rules or conditions that define how customers are grouped into a particular segment. This attribute helps to categorize customers based on specific behaviors.

Hint -> shipping address is the location where the customer receives his order

Hint -> support ticket is like issue id which represents an issue the customer faced

Hint -> referrals when a customer suggests some products of the company to other customers so he increases the benefits so we can give him discounts.

**Relationships**

1. Customer can make many orders, each order is made by one customer (1:M) (partial: total)
2. Each order can have many products, each product can be in many orders (M:M) (partial: partial)
3. Each customer can have many payment methods, each payment method can be included by many customers (M:M) (partial: partial)
4. Each payment method can make many orders, each order is made by one payment method (1:M) (partial: total)
5. Each customer can make many support tickets, each support ticket is made by one customer (1:M) (partial: total)
6. Each customer can make many feedback, each feedback is made by one customer (1:M) (partial: total)
7. Each customer can have multiple shipping addresses, each shipping address can have many customers (M:M) (partial: partial)
8. Each customer can belong to multiple segments, each segment can have many customers (M:M) (partial:partial)
9. a customer can make many referrals and a referral is made by one customer

(1:M) (partial: total)

1. a customer can be referred by one customer, a customer can refer many customers (unary relationship) (1:M)
2. Each salesperson is responsible for many Orders, each Order is made by one salesperson (1:M)
3. Each category has many products, each product belong to one category (1:M)
4. Each Employee manages many salespersons, each salesperson is managed by one employee
5. Each order has many feedbacks
6. Each shipping address has many orders