

To better manage and make sense of our business data, we've chosen to group each customer's profile with their full purchase history in a single document. This includes basic customer information like their name, email, phone number, and address, along with all of their past orders. Each order stores details such as the date, total amount, and the books purchased including titles, authors, genres, prices, and quantities plus the corresponding payment information. Structuring our data this way makes it much easier to retrieve everything we need about a customer in one go, whether it's for looking up past purchases, analyzing buying habits, or tailoring promotions. It also speeds up the application by reducing the need for complex queries, and sets the stage for scalable features like loyalty programs, personalized recommendations, and smarter marketing key ingredients for a more responsive and data-driven business.