DAY 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

**Marketplace Type**

*General E-Commerce (Nike App)*  
**Explanation**:  
*"I am choosing General E-Commerce because it allows me to sell a wide range of Nike products, including sportswear, shoes, and accessories. Its primary purpose is to create a seamless online shopping experience for customers, enabling them to browse and purchase premium Nike products conveniently."*

**Business Goals**

1. **What problem does your marketplace solve?**  
   *"My marketplace solves the problem of accessing high-quality Nike products by providing a platform where customers can explore and purchase them conveniently, without the need to visit physical stores."*
2. **Who is your target audience?**  
   *"My target audience includes fitness enthusiasts, athletes, and fashion-conscious individuals who value premium sportswear and accessories. This includes customers of all age groups looking for comfortable and stylish sports apparel."*
3. **What products or services will you offer?**  
   *"The marketplace will offer Nike's complete product range, including footwear, apparel, accessories, and equipment tailored for sports, casual wear, and active lifestyles."*
4. **What will set your marketplace apart?**  
   *"We will offer a user-friendly shopping experience with product recommendations, size guides, and personalization options. Customers will benefit from features like fast delivery, exclusive discounts, and membership perks through the Nike loyalty program. A seamless return and exchange policy will further enhance satisfaction."*

**Create a Data Schema**

**Identify Key Entities**

1. **Products** (Nike-specific items like shoes, apparel, and accessories).
2. **Orders** (Customer purchases and transactions).
3. **Customers** (Users of the Nike app).
4. **Shipments** (Delivery information).
5. **Payments** (Transaction details).

**Map Relationships Between Entities**

* *Products* are linked to *Orders*.
* *Orders* are associated with *Customers* and *Shipments*.
* *Payments* are linked to *Orders*.

[Nike Products] <-----> [Orders] <-----> [Nike Customers]

|

[Shipments]

|

[Payments]

**Define Key Fields for Each Entity**

* **Nike Products**: ID, Name, Price, Category (e.g., Footwear, Apparel), Size, Stock, Tags (e.g., "New Arrival").
* **Orders**: Order ID, Customer ID, Product ID, Quantity, Status (e.g., Pending, Shipped), Timestamp.
* **Customers**: Customer ID, Name, Email, Contact Info, Membership Level, Address, Order History.
* **Shipments**: Shipment ID, Order ID, Delivery Status (e.g., In Transit, Delivered), Expected Delivery Date, Courier.
* **Payments**: Payment ID, Order ID, Amount, Payment Method (e.g., Card, Wallet), Status (e.g., Paid, Failed).