**Project Problem Statement**

Individuals often find they lack the expertise and time to plan events themselves. Independent planners can step in and give these special events the attention they deserve. The owners of the **Blaze Event Planners** have a plan to structure a database management system to help them in planning, designing and throwing events for private and corporate clients.

Events may be business related, purely social, promotional, educational and so on. Generally speaking, special events may be as following.

Celebrations - fairs, parades, weddings, reunions, birthdays, anniversaries

Education - conferences, meetings, graduations

Promotions - product launches, political rallies, fashion shows

Commemorations - memorials, civic events

**Data requirements:**

1. **Client:**

* A Person who has an event to be organized and approaches Blaze Event Planner company is a Client of our system.
* A client can have any number of events planned by Blaze Event Planners
* Details:

Client\_ID, Name, Address, Telephone#, DOB, E-mail-ID, Gender, Occupation.

1. **Employee:**

* An employee is a Person working at Blaze Event Planners. Employees are professionals embodying different roles such as Baker, Photographer, Florist, Event Co-coordinator, etc.
* An Employee can be a part of only one branch and cannot offer more than one service in the company.
* Details:

Emp\_ID, Name, Address, Telephone#, DOB, E-mail ID, Gender, Salary/hour.

1. **Branch:**

* The Blaze Event Planner company has several branches located across the country.
* There is only one branch of the company in a given city.
* Furthermore, each branch has a branch manager and several employees that work in the branch.
* A branch can involve in planning zero or more events.
* Details:

Branch\_ID, Branch\_Name, Address, Telephone#.

1. **Service:**

* The company offers a wide range of services like Event Planning, Photography, Catering, Bakery and Decorations. Clients can opt for one or more of the offered services.
* The services and equipment & amenities used have a base charge.
* The cost of the service applied to the client varies from event to event depending on the duration of the service required in the event.
* Details:

Service\_ID, Service\_Name, Service\_Charge, Equipment\_Charge.

1. **Event:**

* A client's planned occasion that the Blaze Event Planner company assists them with is an Event. Every event is given a unique identification so that it is easier to keep track of various aspects surrounding the event such as employees working, services offered, location, date\_time etc.
* Every client has to provide a down payment of 200$ initially and the full amount is due 20 days prior to the commencement of the event.
* A particular event is associated with only one client and can be planned by a single branch.
* Details:

Event\_ID, Name, Location, Scheduled\_DateTime, No\_of\_Guests, Amount\_Paid, Amount\_Due

1. **Type of Event:**

* This defines the different events that the company specializes in organizing and planning. They are Weddings, Birthdays, Anniversaries, Reunions, Graduation parties, Product launches, Political rallies, Fashion shows, Fairs and Parades.
* Details:

Type\_ID, Type\_Name

1. **Operations Cost:**
   * Keeping track of expenses incurred is essential. The monthly expenses of each branch is captured.
   * Details:  
     Cost\_ID, Date, Month, Year, Rent, Maintainance\_Cost, Advertisement\_Cost, Miscellaneous\_Cost, Insurance\_Cost, Licensing\_Cost

**Processing requirement:**

All the data captured above is utilized by the Blaze Event Planners company in order to generate several reports that assist them in understanding the different components of their business. Specifically, some of the processing that needs to be done include:

1. Owner can get a monthly sales report of each branch, keeping track of earnings and expenditures (expenses, staff salaries etc.) to evaluate profit/loss obtained.
2. Owner can fetch an annual report on various events planned by the company and identify the type of event being planned the most, for example, percentage of events which are anniversaries/birthdays.
3. Owner can evaluate the scope for planning small scaled and large scale events in a particular branch, based on the number of people attending the event, thus being able to promote business accordingly.

Note: For ease of use, the event can be distinguished as small scale or large scale based on the following assumption:

No. of people attending the event > 100, then event is Large Scaled

No. of people attending the event < 100, then event is Small Scaled.

1. An Owner can identify the type of event that generates the most revenue.

Note 1: The event revenue is calculated by computing

(Amount charged to client for services) – (Amount paid as salary) – (Equipment expense amount)

Note 2: Amount charged to the client = Sum of (Service\_charge \* Duration of service)

1. Identify the most and least popular location/locations among the events hosted by the company in a particular city, to have tie-up with its managements.
2. Owner can use the system to obtain the statistical data pertaining to each branch which is essential for managing the man power and increasing sales such as:
3. The most popular month for a particular event.
4. The day of the week which is most preferred by the clients to host events.

Note: Day of the Week and month can be obtained from the date of the event.

1. Identification of the most and the least in-demand service/services offered by the company.
2. Ability to view annual expense statement displaying cost bifurcation for each branch.
3. Utilization of the system to monitor the upcoming events, by the owner.
4. Owner can check the outstanding dues (if any) for events in a particular branch.

Note 1: The complete amount is due 20 days prior to the commencement of the event.

Note 2: The Outstanding due is calculated using the below formula:

Due = Amount charged to the client – Amt\_Paid

1. Owner can check the average rating of each employee in a particular branch and use it to recognize the best employees hence deciding on the incentives.

Note: Ratings are provided by client to a particular service that is rendered by an employee at the conclusion of the event.