# **,CS 160 LAB 9**

# Chapter 14 – Ecommerce, Databases, and Data Science

1. Find an example of what you consider an excellent retail website. Comment on
   1. The use of color and white space.
   2. The ease of navigation.
   3. The taxonomy.
   4. Whether the site displays its privacy policy.
   5. Whether the site displays a security assurance.
   6. Your experience walking through the online purchase process (of course, cancel before you commit to the final purchase!). Are you in control and informed at each step?

Amazon is an excellent retail website. It is the one of the biggest e-commerce websites in the world. The website is well built and very user friendly.

1. The color combination used is very good. It is dark blue, and no bright colors are used. The left spaces are white.
2. The website is very user friendly and easy to navigate. There is a search bar and the search algorithm used is very good and efficient and we can easily search for anything and go to the product easily.
3. There are over ten thousand categories in the amazon Category Taxonomy. For open listing, there are more than 20 categories. We can search for any category with the search tool provided.
4. There is a privacy policy displayed on the website which tells about all the policies and measures taken by the company to keep the privacy of the consumer intact.
5. The company takes a lot of care about of the security of the details of the consumer. It provides assurance about the security of the information of the costumer which is very good as it makes the consumer feel that their information is protected.
6. Whenever I buy any product from amazon, I am always guided through each step. The process is made such that even a person with very less exposure to this platform can easily buy products. So, the consumer is always in control while purchasing products.
7. Find an example of what you would consider a poor retail website. Use the same list as for Exercise 1 and note the differences you find.

Macys Website

1. The designing of the web page is less attractive to the users.

* The use of white space is less and it is not comfortable for reader convenience.
* The textual representation is not clear to read the products available in the market.

1. The navigation is poor because the user needs to go back to the previous page to see the list or price item of other products.
2. The taxonomy of Macys is poor because their categorization is by departments instead of brands, type.
3. The information is not disclosed properly after completing the transaction on the site. Thus, the retail website is bad in privacy policy.
4. The website does not say clearly how it protects our information in their website.
5. If a wrong purchase is made there is not a way to cancel it, making the purchase experience poor and unsafe.
6. Using the Employees table of Figure 14.6 what is the result of the following SQL query?



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ID | LastName | FirstName | Birthdate | PayRate | HoursWorked |
| 116 | Kay | Janet | 3/29/1956 | $16.60 | 94 |
| 165 | Honou | Morris | 6/9/1988 | $6.70 | 53 |

1. Write an SQL query that retrieves all information for each employee listed in the Employees table of Figure 14.6.

-Select ID, LastName, FirstName, Birthdate, PayRate, HoursWorked

From Employees.

1. Write an SQL query that retrieves first and last names and pay rate, ordered by PayRate, from the Employees table of Figure 14.6.

* Select FirstName, LastName, PayRate FROM Employees

ORDER BY Payrate;

1. Write an SQL query that update the last name Honou to Cooper, in the Employees table of Figure 14.6.

* Update employees

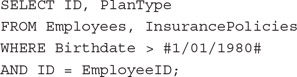
Set

Lastname = ‘Cooper’

Where

employeeID = 165

1. Using the Employees table of Figure 14.6 and the InsurancePolicies table of Figure 14.7, what is the result of the following SQL query? (The # marks allow the date to be treated numerically.)



|  |  |
| --- | --- |
| ID |  |
| 149 | B2 |
| 149 | A |
| 149 |  |

1. Using the Employees table of Figure 14.6 and the InsurancePolicies table of Figure 14.7, write an SQL query that retrieves first and last names, hours worked, and insurance plan types for all employees who have worked fewer than 100 hours.

Select FirstName, LastName, HoursWorked, Plantype FROM Employees, InsurancePolicies

Where HoursWorked <100

AND ID = EmployeeID;

Figure 14.6

A screenshot of a cell phone

Description generated with very high confidence

Figure 14.7

A screenshot of a cell phone

Description generated with very high confidence