

EEN 567 – Database Design & Management

Case Study: Business Contact Interaction Tracking System

Develop a business contact interaction tracking system. Businesses must carefully record information about interaction with important business contacts. This system must include the following:

- Descriptive data for contacts, such as name, salutation, job title, employer, manager, subordinates, secretary, addresses (home, office, mailing), phone numbers (home, office, cellular, fax, secretary), email addresses, and personal comments.
- Data for events of interaction, such as phone calls, email, and postal mail. For each interaction event, record the date and comments.

Your system must also enable searches, such as

- The interaction events associated with a particular contact (for example, John Smith).
- List all the interaction events made during a particular time period (for example, between July 1, 2011 and December 31, 2011).
- List the information for all contacts available in a particular company (for example, Company ABC).
- List the total number of phone calls made during a particular time period (for example, between January 1, 2012 and January 31, 2012).

Sample Queries

1. List all the interaction events [date, event type, comments] associated with a particular contact.
2. List all the interaction events made during a particular time period (for example, between 07/01/2011 and 12/31/2011). Use MM/DD/YYYY as input format for date.
3. List the information for all contacts available in a particular company (employer).
4. List the total number of phone calls made during a particular time period (for example, between 01/01/2012 and 03/01/2012). Use MM/DD/YYYY as input format for date.
5. List all the subordinates [name, job title, office phone number, primary email address] of a particular contact.
6. List all contacts that have more than 2 subordinates and a secretary.
7. List all companies (employers) and the number of contacts associated with them. The list should be sorted in decreasing order of the number of contacts.
8. List all contacts with greater than 3 interaction events.
9. List total number of phone call events, total number of email events and total number of postal mail events.
10. List all contacts with home address in a particular city.