

Hackathon - 3

Day 1:

Laying the Foundation for your Marketplace Journey

General e-commerce Marketplace.

A general e-commerce marketplace is an online platform where different types of product from various categories are sold.

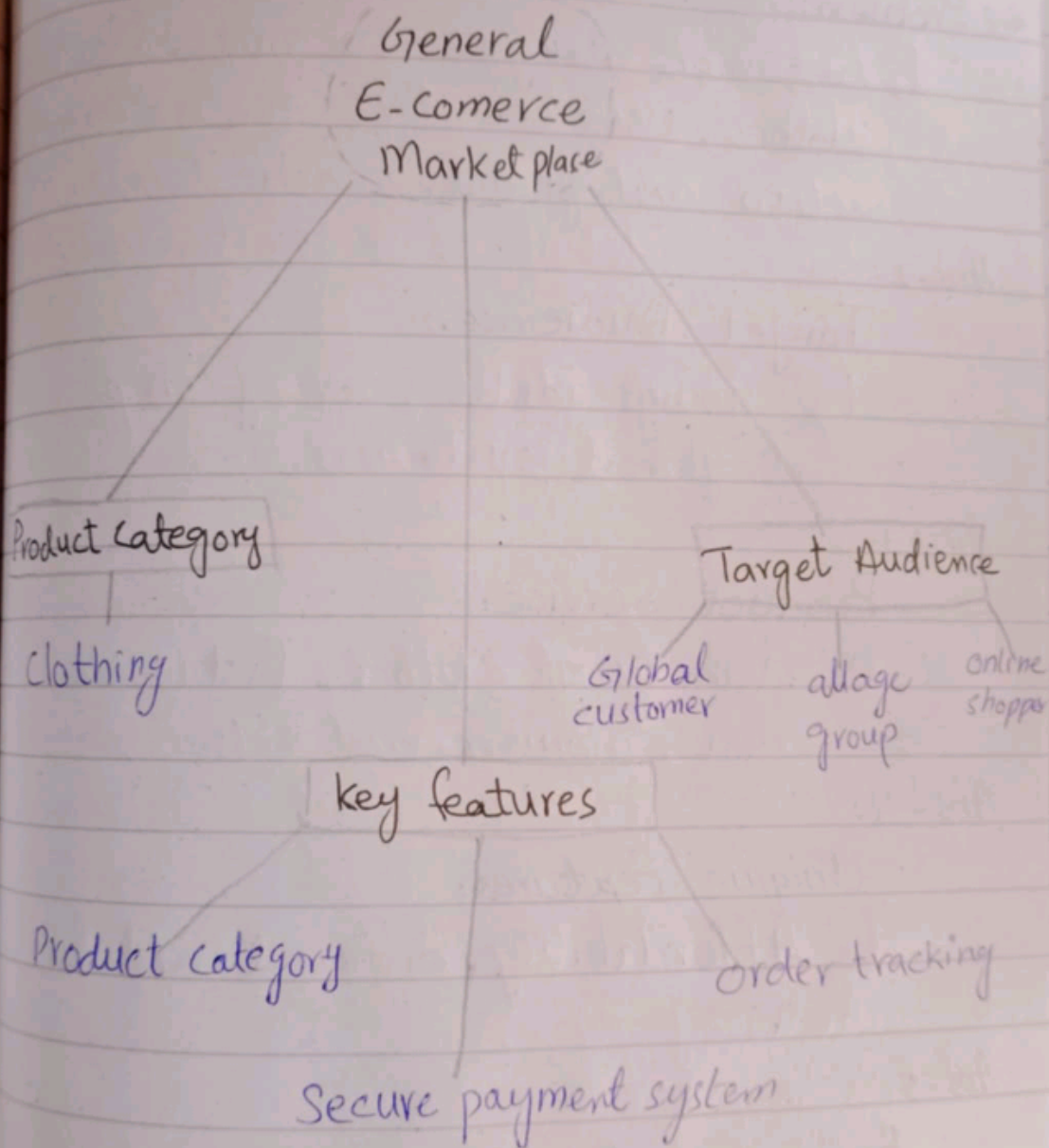
Step 1:

My Marketplace type is
"General e-Commerce".

Primary Purpose:-

It provides a digital platform for business to sell on services online to a wide audience. It facilitates seamless browsing, secure transaction and different delivery, enabling customers to shop conveniently anytime, anywhere. Additionally, it serves as a hub for Brand Promotion, customer engagement and data-driven decision making.

General e-Commerce Marketplace (Selling various product online.)



Step 3:

Data Schema

Entities in Market Place

1. Product:

Product ID	unique identifier for each product
Name	name of the product
Description	detail about the product
Price	cost of the product
stock	Available Quantity
Categories	Men Women Kids

2. Customer:

customer ID	unique Identifier for each customer
Name	customer's full name
Email	contact email address
Phone	optional phone number
Address	shipping address reference including city, Postal code

3. Order

order ID	unique identifier for each order
Customer ID	Reference the customer who place the order
Product ID	Reference the product

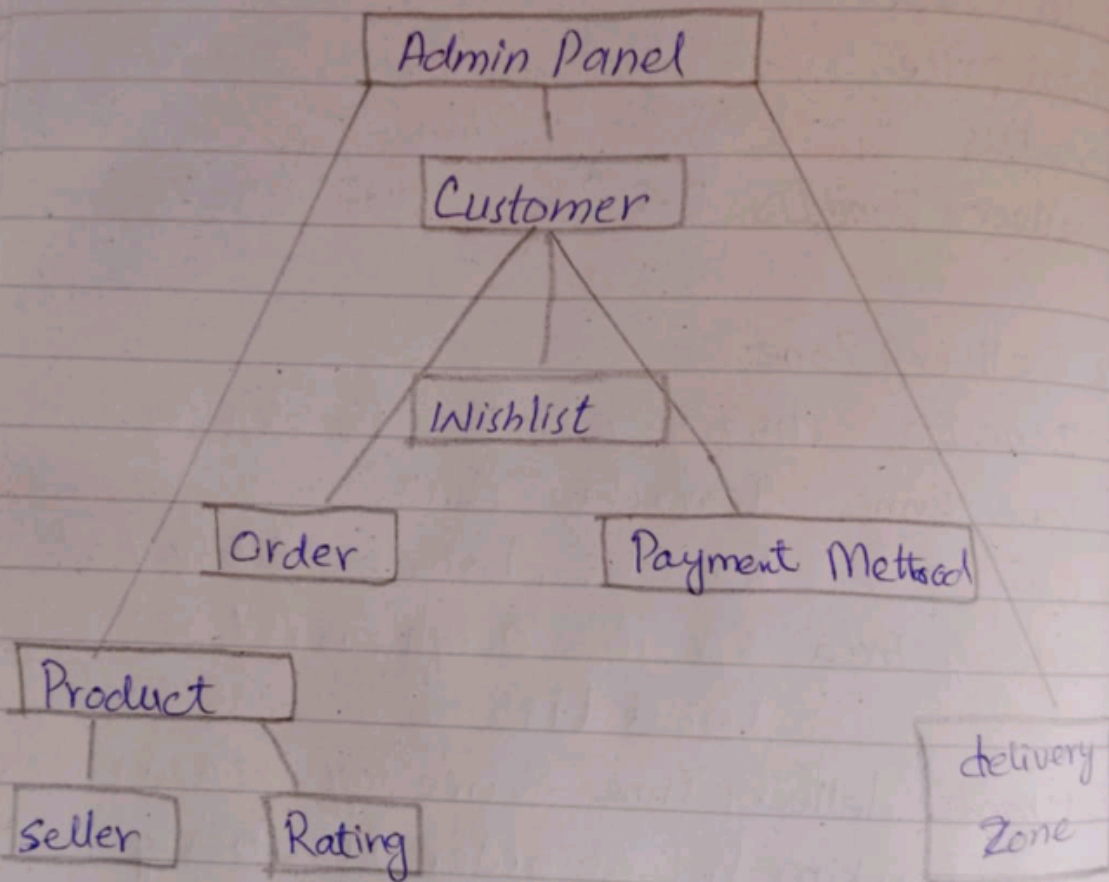
Quantity	No of units order
Order Data	Data of order placement
Total price	calculate as price, Quantity
Status	Pending, shipped, delivered
Delivery Zone ID	Reference the delivery Zone

4. Delivery Zone:

Zone ID	Unique identifier for delivery zone
Zone Name	Karachi "North"
City	Karachi, Lahore, Islamabad
Coverage Area	Specific neighborhood or localities

Estimate delivery Time	Same day, Within a week
Order Tracking	List of order ID, being processed in this zone.

e-commerce Schema Diagram



Step 2: Business Goals

Q/A

Ans-1 Problem:-

↳ customers struggle to find affordable clothes, user friendly, secure transaction and global reach

Ans-2:

Target Audience:

↳ young adults, every shopper and global customers.

Ans-3:

Product Service:

↳ variety of clothes, fashion, men, women and kids

Ans-4:

Unique Features:

↳ Affordability, discount and fast delivery

Ans-5:

Business Outcome:

Build trust and achieve high sales.