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Diena Design Case Analysis

Report 1 Entity Relationship Diagram (ERD)

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Introduction

An Entity-Relationship Diagram (ERD) is a fundamental tools used in database architecture that shows the relationships, properties and entities in a database system visually. It provides a clear and straightforward method of illustrating the arrangement and structure of data, assisting stakeholders and designers in comprehending the rational relationships among various database components. by mapping out entities as well as their attributes and relationships, an ERD facilitates effective communication during the design phase, enabling stakeholders to identify key entities, define their attributes, and establish the connections necessary for data integrity and efficient query processing. In the end, an ERD acts as a guide for creating and managing reliable database systems that satisfy the requirements of both organisations and users.

This report explains in detail about:

- a. Conceptual database design
- b. Logical database design
- c. Physical database design

Case Background

Diena Design, a thriving online shop on Shopee specialising in animal-themed button badges, uses a powerful database system to manage its large inventory and streamline billing operations. The shop's database is the foundation of its operations, storing critical information such as product listings, client orders, and supplier details. Each badge is properly catalogued in the database, replete with attributes such as design, size and availability, allowing for efficient inventory management and correct order fulfilment.

Additionally, the database is essential to Diena's Design billing processes. The database keeps track of every transaction that occurs as clients peruse the store's inventory and place orders, including item specifics, quantity and cost details. The system automatically gathers pertinent data and creates comprehensive invoices for every customer when it is time to generate bills. In addition to save time and lowering the possibility of mistakes, this automated invoicing procedure guarantees accountability and transparency in financial operations.

Furthermore, the database system makes it easier to communicate with suppliers, which helps Diena Design keep ideal stock levels and quickly restock inventory as needed. The database simplifies the procurement process by keeping track of suppliers and past purchases, which enables the store to locate premium badge materials quickly.

Diena Design's database system essentially acts as a central centre for overseeing all facets of the company's operations, including supplier relations, inventory management, and invoicing. The store can concentrate on pleasing its customers with an ever-expanding selection of funny animal button badges while guaranteeing efficiency and accuracy in its daily operations by using technology to automate and optimise these procedures.

Diena Design
Otaku Zone , Tingkat 1, N1-20, Kompleks UTC
Kedah

ORDER INVOICE

Customer Name: Nur Athirah Nadhirah Binti Mohd Zaid (01159694384)	Invoice Number: 230510B92S2PG0				
Customer Address: Kolej Matrikulasi Perak, Blok Seri Kerian	Invoice Date: 13/05/2023				
Order SN: 230510B92S2PG0	Order Paid Date: 10/05/2023				
Payment Method: Online Banking					
Order Details					
No.	Product	Variation	Net Product Price	Qty	Subtotal
1	Cat Meme Part 2 Animal Button Badge 58mm	13	1.00	1	1.00
2	Cat Meme Part 2 Animal Button Badge 58mm	15	1.00	1	1.00
3	Cat Meme Part 2 Animal Button Badge 58mm	3	1.00	1	1.00
4	Cat Meme Part 2 Animal Button Badge 58mm	4	1.00	1	1.00
5	Cat Meme Part 2 Animal Button Badge 58mm	8	1.00	1	1.00
6	Kermit Funny Meme Button Badge 58mm	1	1.00	4	4.00
					9.00
					Subtotal Total Quantity (Active) 9 items
					RM 9.00
					Merchandise Subtotal 9.00
					Shipping Fee 4.90
					Total Paid RM 13.90

ENTITIES

- 1) CUSTOMER (CustomerName, MobileNo, Address)
- 2) PRODUCT (ProductName, ProductPrice)
- 3) INVOICE (InvoiceNo, InvoiceDate)
- 4) ORDER (OrderSN, OrderPaidDate, Quantity, ShippingFee)
- 5) TRANSACTION (PaymentMethod, TotalPaid)

*Entities and attributes are listed and highlighted with respect to colour.

i. Figure 1: Invoice from Diena Design Database System

Table 1 shows the list of identified entities and attributes for Diena Design referring to Figure 1.

Table 1 List of Entity and Attributes for Diena Design

Entity	Attribute Name	Content
Customer	CustomerID	Customer Identification
	CustomerName	Customer Name
	MobileNo	Customer Mobile Number
	Address	Customer Address
Product	ProductID	Product Identification
	ProductName	Product Name
	ProductPrice	Product Price
Invoice	InvoiceNo	Invoice Number
	CustomerID	Customer Identification
	InvoiceDate	Invoice Date
Order	OrderID	Order Identification
	InvoiceNo	Invoice Number
	ProductID	Product Identification
	Quantity	Product Quantity
	ShippingFee	Shipping Fee
	OrderPaidDate	Order Paid Date
Transaction	TransactionID	Transaction Identification
	InvoiceNo	Invoice Number
	PaymentMethod	Payment Method
	TotalPaid	Total Paid

Business Rules

Business rules are standards and guidelines that determine how activities and transactions should be carried out within the shop's specifications. These business rules are needed for the shop, Diena Design, to establish the conditions, regulations, and criteria that will guide different aspects of the shop's operations such as product designing, manufacturing processing, stock control, sales transactions, and customer communication. Adherence to these rules will help ensure that the shop will run its operations with consistency, accuracy, and comply with regulatory standards on a daily basis.

Diena Design needs a structure for it to operate smoothly and with utmost efficiency. Hence, business rules are key to an enhanced quality of services by the shop to their customers and for them to deliver high-quality products.

The business rules for the Diena Design Database System are:

1. A Customer makes One or Many Orders at a specific time.
2. An Order can belong to One Customer.
3. An Order has One Invoice.
4. An Invoice has only One Order.
5. An Order has One or Many Products.
6. A Product can have One or Many Orders.
7. An Invoice has only One Transaction.
8. A Transaction is related to only One Invoice.

ERD – Conceptual Level

An entity relationship diagram (ERD), an entity-relationship model, is a graphical representation that depicts relationships among people, objects, places, concepts or events within an information technology (IT) system. An ERD uses data modelling techniques that can help define business processes and serve as the foundation for a relational database.

At the conceptual level, the Entity-Relationship Diagram (ERD) for Diena Design depicts the foundational structure of its database system. It illustrates the key entities relevant to the store's operations, such as Customer, Order, and Invoice, along with their relationships and attributes. The ERD would showcase how the Customer is associated with invoices, seller and transactions. By providing a high-level overview of the store's data model, the ERD conceptual level lays the groundwork for further refinement and development of the database schema, ensuring alignment with the store's operational needs and objectives.

Figure 2 shows the ERD of the Diena Design Database System at the conceptual level that is drawn referring to the business rules.

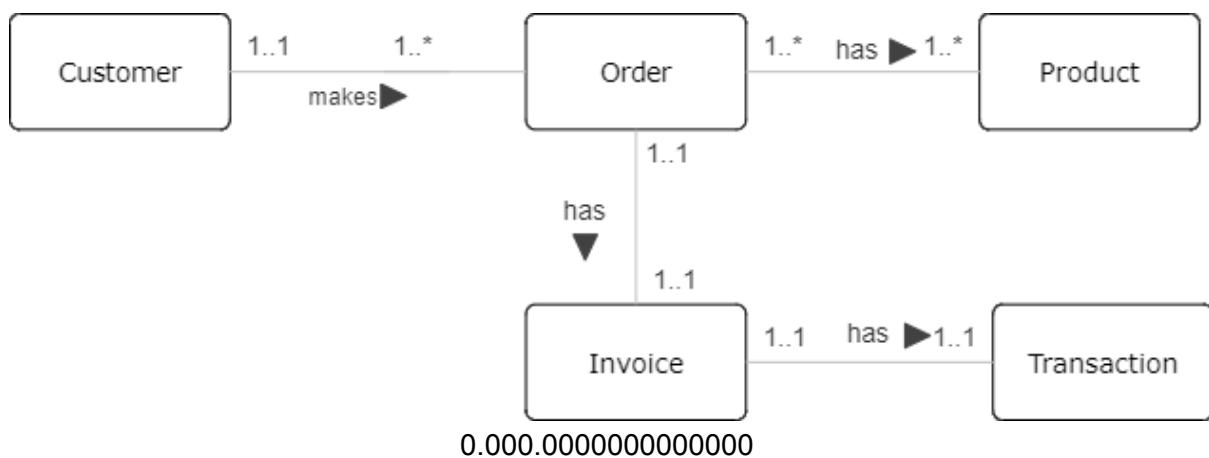


Figure 2

ERD – Logical Level

At the logical level, the Entity-Relationship Diagram (ERD) for Diena Design goes beyond the basic structure to detail the specifics of the database design. It defines attributes like OrderSN, Name, Mobile, TransactionID, and InvoiceID, along with their data types and constraints. Relationships between entities, such as Invoice and Transaction, are clarified with cardinality and participation constraints. This level of detail ensures the database accurately represents the store's operations, supporting effective management of Customer, Invoice, Item, and other vital aspects of online shopping. Figure 3 shows the ERD of the Diena Design Database System at the logical level.

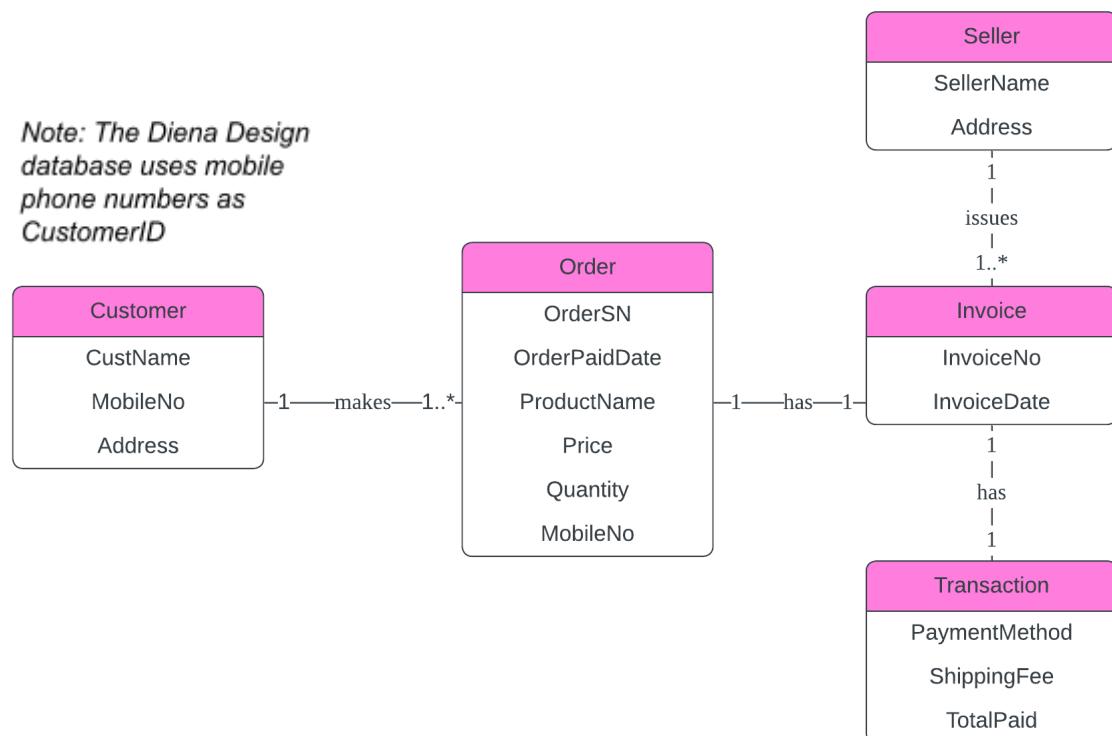


Figure 3 ERD of Diena Design Database System at the logical level

Figure 4 shows the ERD of the Diena Design Database System at the logical level after including primary and foreign keys. Extra primary keys and attributes are also being identified to facilitate the data-matching process, for instance, the ProductID primary key in the Product entity.

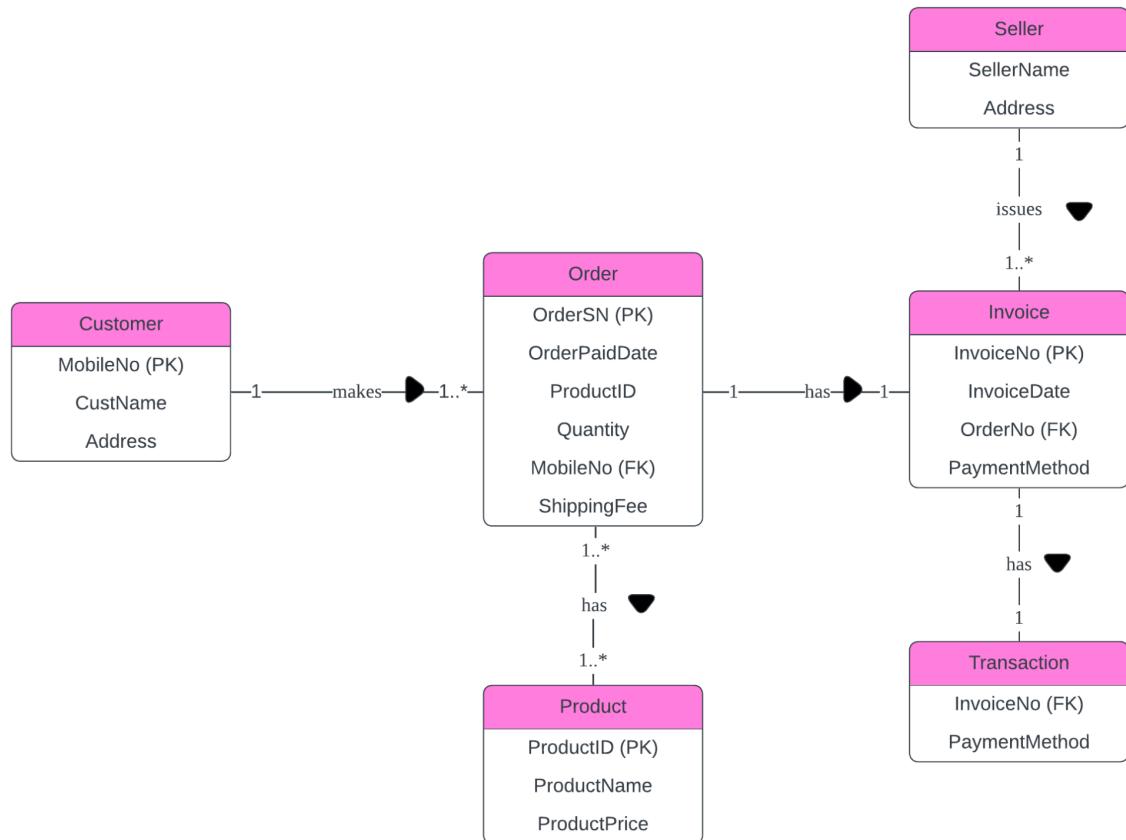


Figure 4 ERD of Diena Design Database System at the logical level after including primary and foreign keys.

Data Dictionary

A data dictionary for Diena Design Database System is a centralised repository that defines and describes all data elements used within the store's database system. It includes comprehensive information about each data element, such as its name, data type, length, format, and usage. Table 2 shows the data dictionary of the Diena Design Database System.

Entity	Attribute Name	Content	Type	Format	Range	Required	PK or FK	FK Referred Table
Customer	CustomerName	Customer's Name	Vchar (30)	Xxxxx...				
	Address	Customer's Address	Vchar(200)	Xxxxx...				
	MobileNo	Customer's Mobile Number	Vchar(12)	019-9999999 9		Yes	PK	
Invoice	InvoiceNo	Invoice Identification	Number(6)	999999	0 - 99999		PK	
	InvoiceDate	Invoice Date	Date	dd-MM-yyyy				
	PaymentMethod	Payment's Method	Number(6)	999999	0 - 99999		FK	Customer
Order	OrderID	Order Identification	Number(6)	999999	0 - 99999		PK	
	OrderPaidDate	Order paid date	Vchar(30)	Xxxxx...				
	ProductID	Product Identification	Vchar(30)				FK	Product
Product	Price	Price of product	Decimal(6. 2)	9999.99	0.00-999999. 99			
	Quantity	Quantity of Products Purchased	Integer	9999999	0 - 999999			
	MobileNo	Customer's Mobile Number	Vchar(12)	019-9999999 9			FK	Customer
Transaction	ProductID	Product Identification	Vchar(20)	Xxxxx...			PK	
	Price	Price of product	Decimal(6. 2)	9999.99	0.00-999999. 99			
	ProductName	Product Name	Vchar(100)	Xxxxx...				
Transaction	TransactionID	Transaction Identification	Number(6)	999999	0 - 99999		PK	
	Date	Transaction Date	Date	dd-MM-yyyy				
	Amount	Transaction Amount	Integer	9999999	0 - 999999			

	PaymentMethod	Transaction Method	Vchar(20)	Xxxxxx...				
	InvoiceNo	Invoice Identification	Number(6)	999999	0 - 999999		FK	Invoice
InvoiceItem	ItemID	Item Identification	Number(6)	999999	0 - 999999		PK	Item
	InvoiceNo	Invoice Identification	Number(6)	999999	0 - 999999		PK	Invoice
	Quantity	Quantity of item	Number(4)	9999				

Table 2 Data dictionary of Diana Design Database System

References

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Appendix

The screenshot shows the Shopee mobile application interface. At the top, there's a red header bar with the Shopee logo, navigation links like 'Seller Centre', 'Start Selling', 'Download', and social media links for 'Follow us on'. On the right side of the header are 'Notifications', 'Help', 'English', 'Sign Up', and 'Login' buttons. Below the header is a search bar with the placeholder 'Search in this shop' and a magnifying glass icon. To the right of the search bar are buttons for 'In This Shop' and a shopping cart icon.

The main content area features a dark blue banner for the shop 'Diena Design', which is currently 'On Vacation'. It includes a 'FOLLOW' button. To the right of the banner are several stats: 'Products: 74', 'Followers: 3.7k', 'Following: 19', 'Rating: 4.9 (11.3k Rating)', 'Joined: 6 Years Ago', and 'Cancellation Rate: 1%'. Below this, there are tabs for 'Home', 'All Products', and other categories like 'Attack On Titan', 'Bocchi The Rock', 'Bungo Stray Dogs', 'Chainsaw Man', and 'More'.

A section titled 'RECOMMENDED FOR YOU' displays various products from the shop. One prominent item is a large circular badge with the text 'MAKE YOUR OWN DESIGN' in bold, colorful letters. Other items shown include 'Cat Meme Part 2 Animal Badge 58mm', 'Cat Meme Animal Button Badge 58mm', 'Custom Button Badge 58mm', 'Cat Meme Part 3 Animal Button Badge 58mm', 'Jujutsu Kaisen Gojo Satoru Button Badge 58mm', and 'Mashle Mash Burmedead Button Badge 58mm'. Each product listing includes a small image, the product name, shipping options ('Free Returns', 'COD', 'Sea Shipping'), and price ('RM1.00').

Figure 5 shows the profile page of Diena Design on the Shopee Application.