CSc4370 / CSc6370 – Web Programming

Team 3:

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I am the owner of Mama G’s General Store. I want to reward our customers through our loyalty program. I need an application that gives me the ability to track customer purchases at the item level. I want to use this information to provide coupons for items that are frequently bought to customers who have not purchased them before, on items that complement the item(s) purchased and items that customers have stopped purchasing after a certain time span (e.g. 90 days). I want to understand sale trends so I can distribute coupons that will help drive sales. The most important thing is not to bombard the customer with paper coupons or spam mail.