

# **Project Description**

## **E-Commerce Database Design and Business Analytics System**

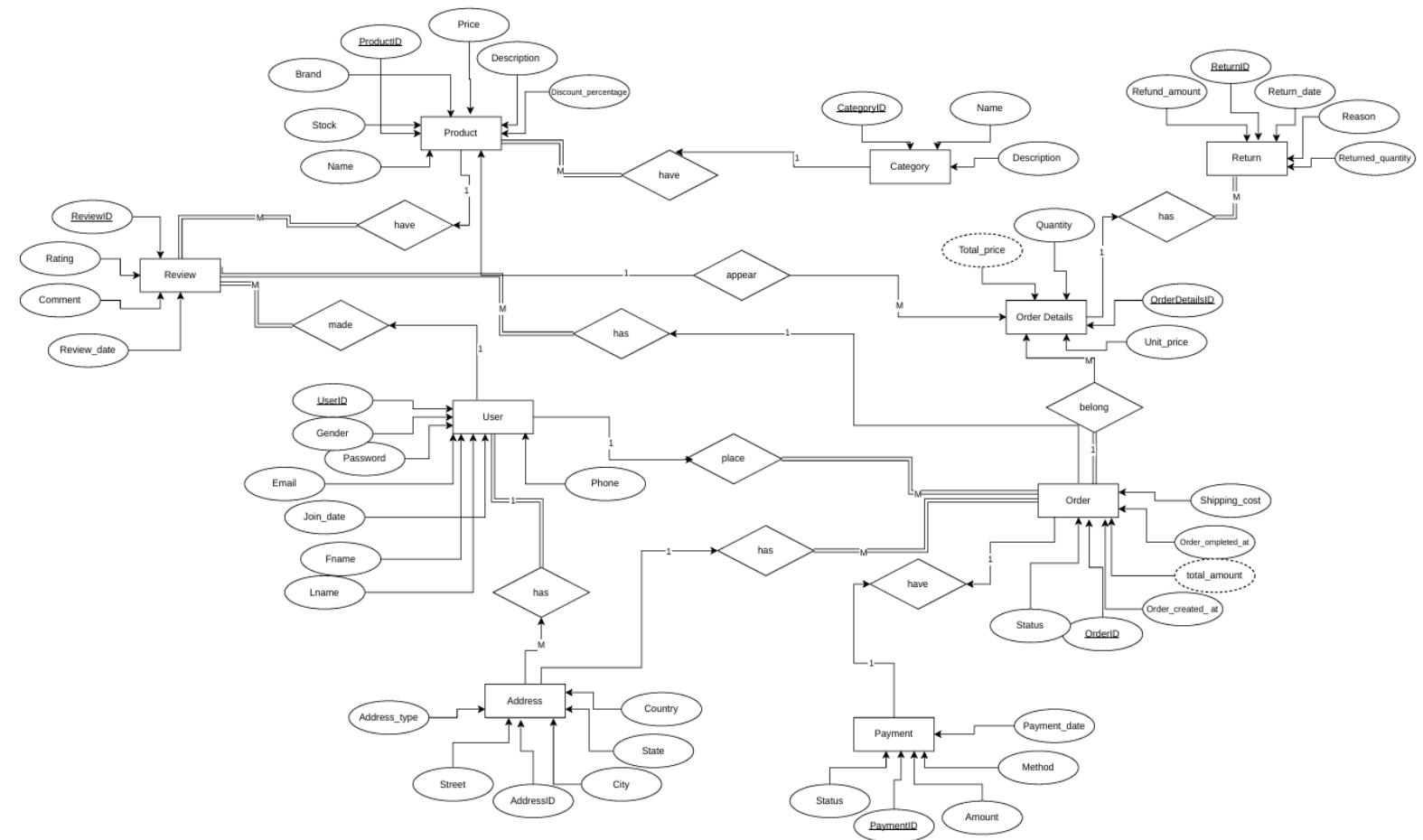
This project describes the design and analysis of a relational database system for an E-Commerce website. The purpose of this database system is to represent real-world e-commerce business activities and facilitate business analysis using data.

The database system represents all the necessary e-commerce business activities, such as user management, product management, order processing, payment, customer reviews, return, and address management. Each of these modules is logically related to maintain data consistency, traceability, and real-world business representation. The system represents the entire life cycle of a customer transaction from account registration, product selection, to order completion and post-order activities.

In addition to data representation, this project also focuses on business analysis. The database system facilitates analysis of key performance indicators such as revenue, order, customer activity, product performance, category analysis, and return analysis. These analyses can be used to measure the efficiency of business operations, customer satisfaction, and overall business performance.

The final system developed in this project can be used for academic assessment and further development for real-world e-commerce and business intelligence applications.

# ER Diagram



# Database Schema

