**Project 3: Advanced Data Management in BookstoreDB:**

**A DML Command Exploration**

**Project Scenario**

Following the establishment of the BookstoreDB schema, this project phase shifts focus to the dynamic aspects of database management. You will engage in tasks that require you to insert, update, merge, and delete records in the database, based on specific business logic and data values. This will simulate managing a bookstore's inventory, sales, and promotional activities in response to market changes and internal decisions.

**Detailed Project Tasks**

* Task 1: Inserting Initial Data with Conditions
  + Populate Initial Data:
    - Insert a predefined list of books and authors into the Books and Authors tables. Ensure each book is linked to an author through the AuthorID.
    - Insert initial sales records into the Sales table.
  + Conditional Insertion for Promotions:
    - If a book's publication date is within the last month, insert it into a new table named NewReleases to highlight recent additions to the bookstore.
* Task 2: Updating Inventory and Pricing Based on Sales Performance
  + Dynamic Pricing Update:
    - Write an SQL script to increase the price of books by 10% that have sold more than 50 copies in the past month, indicating high demand.
    - Conversely, reduce the price by 5% for books that have not sold any copies in the past three months, indicating low demand.
* Task 3: Managing Stock and Sales Records
  + Stock Adjustment:
    - After inserting sales records, update the Books table to reduce the stock quantity by the number of sales made. Assume an additional column StockQuantity exists in the Books table.
  + Sales Record Cleanup:
    - Delete sales records older than one year, as these are archived externally and no longer need to be stored in the database.
    - Use TRUNCATE TABLE to reset the Sales table at the beginning of a new fiscal year, ensuring to explain the implications of this action compared to using DELETE.

**Deliverables**

* SQL Scripts for Each Task: Provide detailed SQL scripts for inserting, updating, merging, and deleting data. Include conditional logic within your SQL statements to handle the scenarios described.
* Explanatory Notes: Accompany each SQL script with notes explaining the business logic it implements and how it affects the data within the database.
* Reflection on Data Integrity and Performance: Discuss how your data manipulation strategies impact the integrity of the BookstoreDB and its performance, particularly when handling large volumes of data.
* Documentation: Include a comprehensive guide on how each part of the task relates to real-world bookstore operations, highlighting the importance of data-driven decisions in inventory and sales management.

**Submission Instructions**

Compile your SQL scripts, explanatory notes, reflections, and documentation into a single, cohesive document. Structure your report to clearly present each task, its objectives, and outcomes. Submit your project in accordance with the provided submission guidelines and deadline.