E-Commerce Mackathon

Step 1:

Choose Your Marketplace type.

CHOICE:

General E-Commerce

Primary Purpose:

A General E-commerce marketplace is focused on selling products online. It typically involves listing product, allowing users to browse categorise, view product

details, add item to a shopping cart, and complete purchases through a secure checkout process.

Since **Nike** primarily sells physical products like shoes, apparel, and accessories, my project aligns with a **General E-commerce** model.

STEP 2:

Define Your Business Goals.

Q NO 1:

What problem does your marketplace aim to solve?

Our marketplace solves the problem of finding high-quality, branded athletic

quality Products.

Q NO 3:

What products or services will you offer?

Our marketplace will offer:

- Footwear: Running Shoe, casual sneakers, and specially shoes for different sports.
- Apparel: Sportswear, hoodies, t-shirts, jackets, shorts and pants.
- Accessories: Caps, bags, socks, water bottles etc.

Q NO 4:

What will set your marketplace apart?

Our marketplace will stand out by ensuring "Authentic Nike products", offering "Nike By You" for product personalization,

hosting "exclusive drops." to attract sneakerheads, and providing a "clean, user-friendly interface with a smooth checkout process" for an exceptional shopping experience.

STEP 3:

Create a Data Schema

This schema tracks "products", "orders", "customers", "shipments", "delivery zones", and "payments" to ensure smooth operation from product listing to final delivery.

→ **How Entities interact with Each other:**

- Products are listed for sale.
- Customers place Orders for the products they want to buy.

- Each Order is linked to a Customer and tracked through shipment for delivery
- Delivery zones ensure that shipments reach the right locations.
- Payments are tracked to confirm the completion of orders.

→ Example Flow:

1. A customer browses the Products and place an order
2. The order is linked to the customer who placed it
3. The order details are passed to the shipment system to manage delivery.
4. This shipment is mapped to a Delievery Zone for logistics management.
5. The payment is processed and linked to the order for tracking financials.

Schema

Customer
- Name
- Email
- Phone

Products
- ProductID
- Name
- Price
- Stock

Order
- OrderID
- Product ID
- CustomerID
- Total Price   • Status

Shipment
- ShipmentID
- OrderID
- Assigned Driver
- Status

Payment
- PaymentID
- OrderID
- Amount
- Status

Delivery Zone
- Zone ID
- Zone Name,   • CoverageArea