Project Phase 1 (Team 3)

- **Clearly describe the background of the company drilling down to the process that you are covering. Describe the issues (the problem, pain points that the company is facing). Include the solution (introduce your database at a high level). You can describe the current process versus what the process will look like after the solution is provided. And finally, talk about the motivation and benefits of the solution you are proposing. Please use appropriate headings and subheadings, pay attention to flow of the write up (it has to make sense and has to be easily understood by someone who has no background to your business). Use proper citation, grammar and writing style. (no specific length, or format but you can use Times New Roman font 10-12).**

In the field of Marketing especially in Digital Marketing Agencies, Social Media Managers run through a lot of hassle of executing an entire campaign based on the requirement of the client while processing each and every step manually and, updating the spreadsheets and ensuring access to specific people. The spreadsheets hold account of all the research work, delegated work, schedules, final posting deadline, market research and analysis, emails sharing status, and other miscellaneous urgent/special requirements and specifications of the workflow that requires tracking. Eventually, this all ends with the social media campaign performance reports accumulating through all the digital media platforms that are shared with the client.

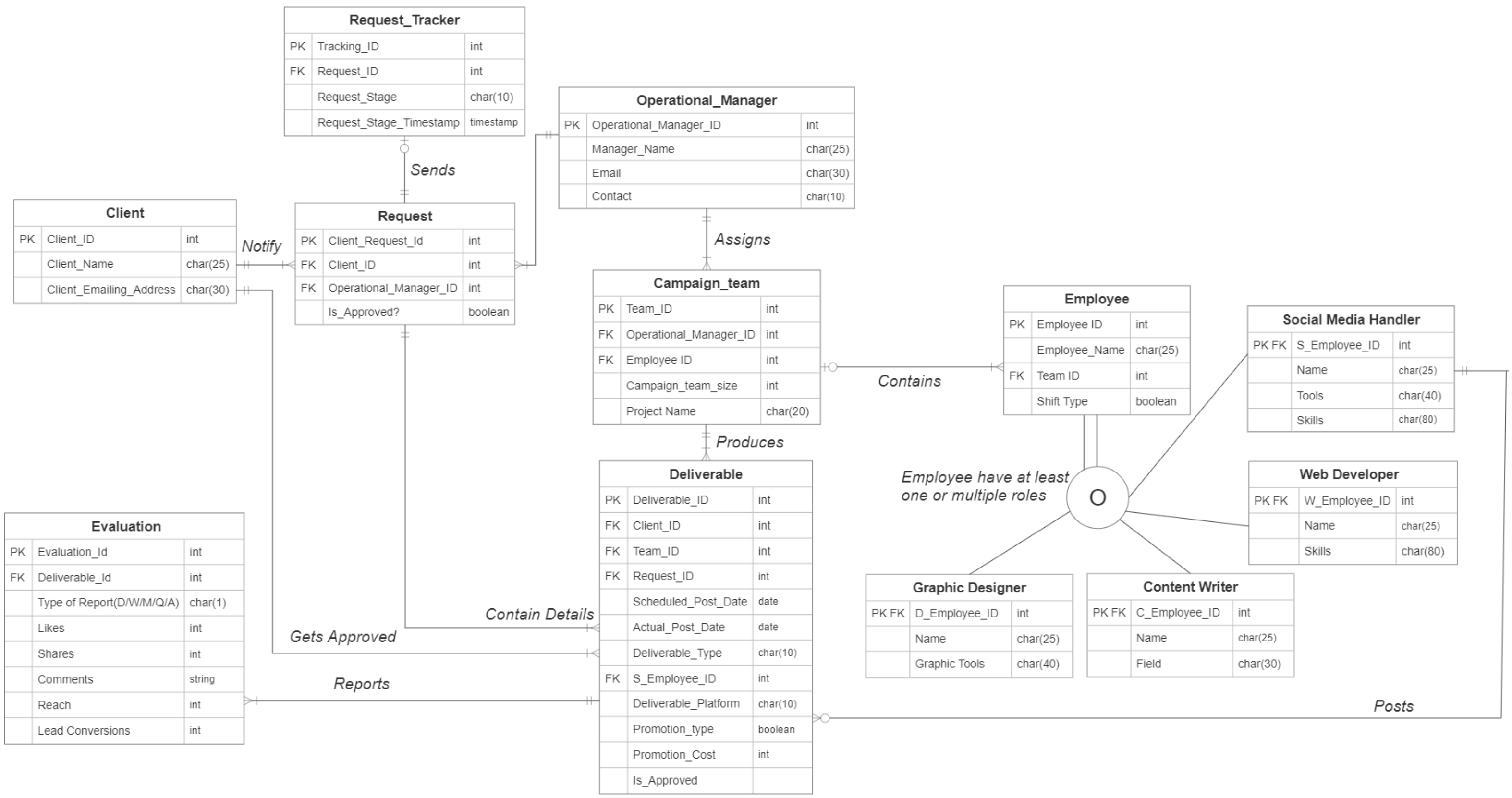
The process starts from the request of the client, following a chain of workflow between the operations /campaign manager, graphic designer, content writers, website designers and SMM marketers team. Our objective with this project is to automate this entire process while collecting all the databases through the workflow and making it more efficient. A company started five years back, will eventually have a lot of clients to manage and this will require either a bigger team or a better/automated tool that saves time and cuts costs. This project aims to help companies in this field grow rapidly with the limited resources, reduce human errors, expedite the process with quicker and lesser handoffs while keeping track and managing everything with the help of automation.

After implementing the database management and business process modeling in the company's workflow, the process will be entirely digital. There will be less chance, or delay of manual errors and the business will be entirely automated. With this the company can stay focused with their objectives and give less time to the work that is already supposed to work properly. The management helps organize all the variety of data like tracking of all the clients, their requirements, status of a deliverable, assigned work, researched/schedule plans of a campaign, targeted leads, and other such information. Not only this, it will grant employees multiple access to the same document thus reducing the hassle of updating and deleting older sheets/paper while keeping the data secure as the employees will be only allowed to see delegated/required information serving to their purpose.

- **A detailed description of your business rules and user requirements (remember, these translate into the relationships in the ERD).** *For example: in a grocery store, there are many suppliers that supply products. However, one line item is supplied by only one supplier so that in order to get the best discount and not have competition between suppliers for the grocery store. Whether this is true or not (in this example, it's irrelevant), the point here is that this is the rule established for the grocery store.*

The process starts from a client request where the client notifies the Operational Manager, now the client can have multiple requests which go into the request tracker. Once the operational manager approves the campaign request it is assigned to a team containing multiple employees which could contain a graphic designer, social media handler, graphic designer, or content designer. Depending on the type of the project, a campaign will be assigned to at least one and more team members. Also, the employee skills set can overlap which means a team player can play multiple roles. The operational manager explains the requirement of the deliverable to the campaign team. Now a campaign project is assigned to one and only one team however if the client requests another project it could create another team that will not have similar team members depending upon the shift type and availability. The campaign team produces at least one deliverable which is posted by the Social Media handler on the specific platform (Facebook, Instagram, YouTube, LinkedIn, website, etc.) and later evaluated and shared with the client. The deliverable is the major entity of the workflow which holds records of the team, client, operational manager, scheduled posting date, actual posting date, type of promotions applied, and the cost with other such details. The evaluation contains the performance of the deliverable on social media. Now this performance report could be daily, weekly, monthly, quarterly, or annual depending on the customer request containing, reach, digital media impressions, lead conversions, etc. Now the evaluation is created from one and only one deliverable whereas the deliverable can have multiple evaluations. The process will end with the evaluation reports being shared with the client.

- **An enhanced entity relation diagram (EERD) (please include and use appropriate entity names, attributes, relationships and use verbs to describe the relationships, and appropriate cardinalities, include data types). When I say enhanced - I don't literally mean you have to have the supertype/subtype constructs; use when appropriate.**



Data dictionary: make sure to include description of each entity, all attributes, the need of those fields to be required vs. optional, etc., label all PK and FKs, and provide data types with appropriate sizes. An example of each field would also be appropriate to have.

Entity_Na	PK/FK	Field_Nam	Data Type	Field size	Descriptio	Example	Required
Client	PK	Client_Id	int	6	Unique ID	CL0001	Yes
		Client_Na	char(25)	25	Name of C	Daniel	Yes
		Client_Em	char(30)	30	Email of C	xyz.abc@mail.org	
Request	PK	Client_Rec	int	12	Unique ID	CL-REQ-0C	Yes
	FK	Client_ID	int	6	Client ID	CL-REQ-0C	Yes
	FK	Operation	int	12	Operation	OP-MAN-(	Yes
		Is_Approv	Boolean	1	Is it appro	Y/N	Y

****DOUBLE CLICK ON THE EXCEL ABOVE TO SEE FULL SHEET****