

Project Topic Team 3

Team Members:

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Topic: E-commerce Database Management System

Data Model: Document (NoSQL), Graph (Apache Tinkerpop)

Target Platform: Azure Cosmos DB (SQL API)

Objective/Scope:

The objectives of the project:

- To analyze ecommerce data from Brazil to gain insights into consumer behavior and market trends
- Comparing economic trends across different cities/states in Brazil
- Analyzing customer satisfaction data to gain a better understanding of consumer sentiment towards e-commerce businesses in Brazil
- To determine various factors influencing the growth of the business
- Evaluate and compare trend-over-year growth to understand if business is improving, static, or declining
- Estimating the distribution of payment values and payment types among customers
- Determining the demographic data and product preferences of customers

Visualizations Tool: Power BI