

Course: AT82.02 Data Modeling and Management Course Instructor: Dr. Chutiporn Anutariya

Dynamic Online Marketplace

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Dynamic Online Marketplace is an online shopping app. It offers two selling options: "Selling" and "Auctioning," distinguishing it from other Thai apps.

Which only have one option.

Under "Selling," products are categorized as "First-hand," "Second-hand," or "Antique," each with its own marketplace. Our "Auctioning" feature provides a full auction service for users

Need of the Project

Giving sellers more options, offer Seller's two ways to sell products: "Selling" **Playground** and "Auctioning" Each category gets its own special Marketplace marketplace. Ensuring everyone Magic finds what they love. Let customers choose what they **Your Way, Your** want by they can both sell and shop Choice in "Secondhand" Categories. Customers can read reviews and **Seller Ratings** see ratings to make informed and Reviews decisions about the purchases.

Business Rule and Constraints



User Registration

Users must create an account with valid email addresses and secure passwords.



Product Listings

Sellers can list products for sale, specifying category (First-hand, Second-hand, Antique), product details, and price.



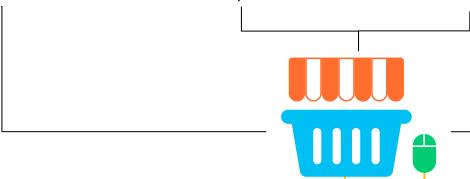
Bidding

Auction listings should include starting bid, bid increment, and auction duration.



User Reviews

The platform may take action against sellers with consistently poor ratings.



Business Rule and Constraints

Compliance

The platform must comply with all relevant laws and regulations related to online marketplaces, e-commerce, and consumer protection.

Product Update

Product updates should include changes in price, quantity, product description. Deleting items should be allowed to remove products that are no longer available.



Shipping and Delivery

Sellers are responsible for shipping the purchased items to buyers.

Shipping fees, delivery times, and tracking information should be provided to buyers.

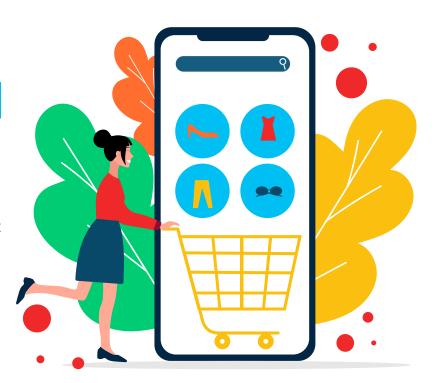
Order Cancellation

Customers are unable to request order cancellation once it has been initiated

Operations

INSERT

- New Customer
- New Seller
- New Product
- New Auction
- New Order
- New Secondhand Product
- New Review



DELETE

- Customer
 - Seller
 - Product
 - Order
 - Address
 - Review

UPDATE

- Customer Information
 - Seller Information
 - Product Description
 - Product Review
 - Sales Total
 - Delivery Status

Queries and Report

Customer

- Identify High-Value Customers
- Calculate Customer Ratings

Seller

- Top-Rated Sellers
- Inventory Management
- Seller Performance Analysis
- Seller Location Insights
- Sellers with Multiple Store Locations

Address

- Popular Cities with High Delivery Demand
- Unique States with Seller Presence
- Pin Code-Based Delivery Tracking



Product Review

- Average Review Ratings by Product
 - Most Helpful Reviews
 - Customers with the Most Reviews

Product

- List Top-Rated Products
- Products with High Discounts
 - Available Stock Analysis
 - Manufacturer Popularity
 - Product Sales by Category
 - High-Value Products

Sells

- Top Sellers by Revenue
- Most Sold Products by Seller
- Sellers with Low Stock Products

Queries and Report

New

- List New Products with Discounts
- Find New Products with Warranty Information
- Total Revenue Generated by Each Seller for New Products

Second Hand

- List Secondhand Products with Warranty
- Find Recently Listed Secondhand Products
- Total Number of Secondhand Products per Seller

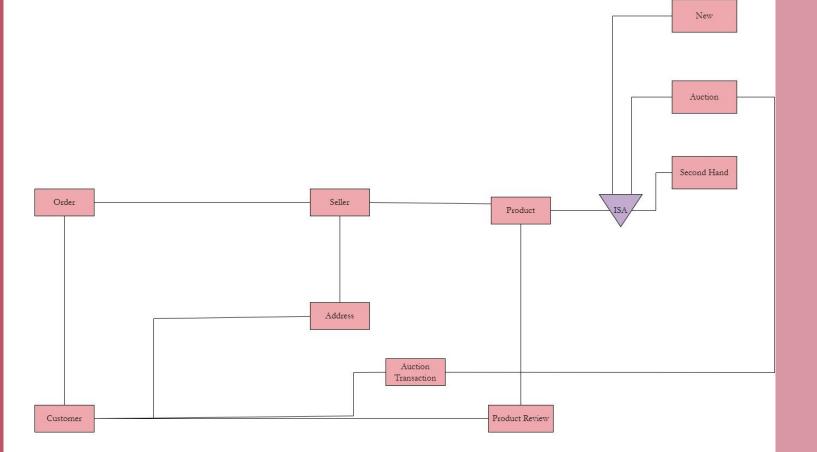
Auction

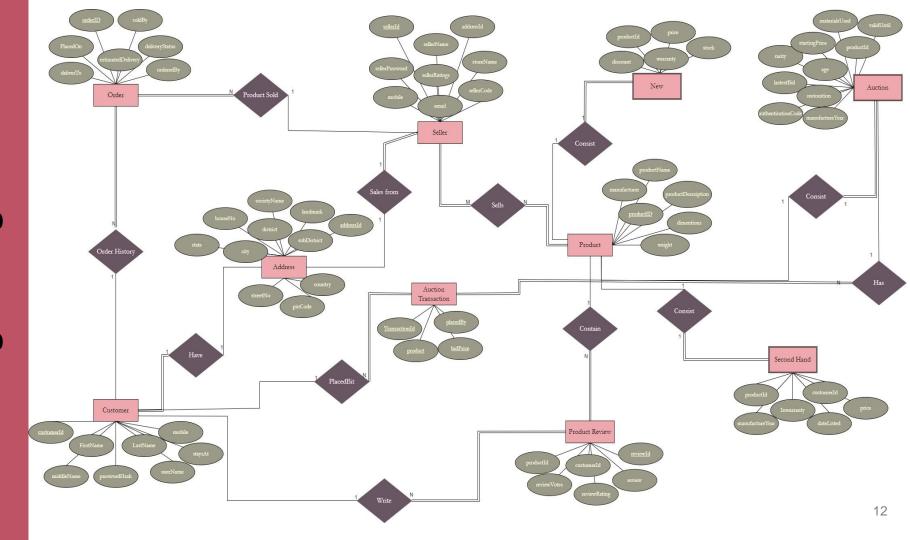
- Find the Most Expensive Auction
- List Auctions with No Bids

Auction Transaction

- List Products with No Bids
- Calculate Total Bid Amount by Customer
- Auction Transaction History

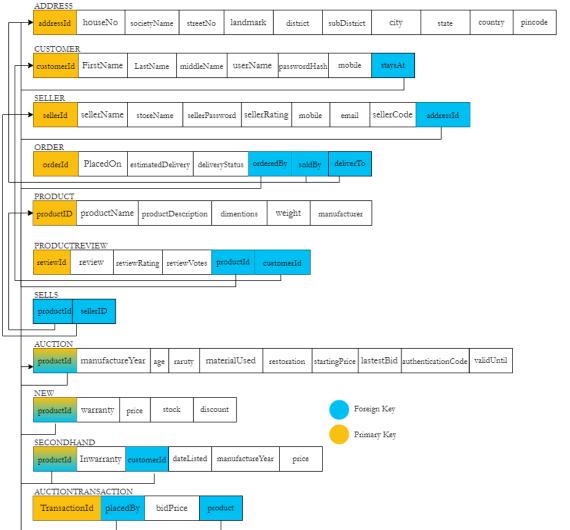




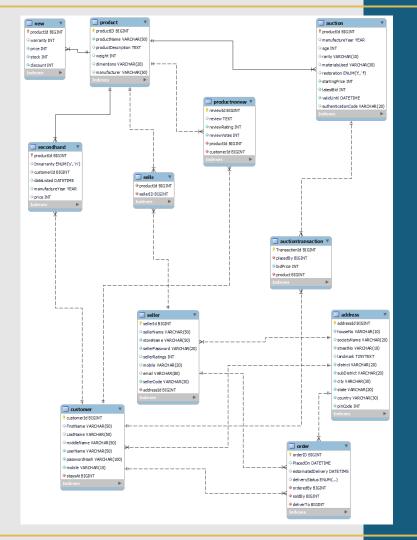


Logical Diagram





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Extended Entity Relationship Diagram

Data Dictionary - **Customer**

Attributes	Description	Data Type	Null	PK/FK	Default	Extra
customerId	unique customer identification	bigint	NO	PK	NULL	auto_increment
FirstName	describes the first name of the customer	varchar(50)	YES		NULL	
LastName	describes the last name of the customer	varchar(50)	YES		NULL	
middleName	describes the middel name of the customer	varchar(50)	YES		NULL	
userName	describes the user name of the customer	varchar(50)	NO		NULL	
passwordHash	store the password hash	varchar(50)	NO		NULL	
mobile	describes the mobile number of the customer	varchar(15)	NO		NULL	
staysAt	stores the address id of the customer address information	bigint	NO	FK	NULL	



Data Dictionary - Address

Attributes	Description	Data Type	Null	PK/FK	Default	Extra
addressId	unique address identification	bigint	NO	PRI	NULL	auto_increment
houseNo	stores the house number	varchar(10)	NO		NULL	
societyName	describes the name of the society	varchar(20)	YES		NULL	
streetNo	descibes the streat number of the location	varchar(10)	NO		NULL	
landmark	descibes a well known loaction near the location	tinytext	YES		NULL	
district	stores the name of the district of the location	varchar(20)	NO		NULL	
subDistrict	stores the name of the sub district of the location	varchar(20)	NO		NULL	
city	descbes the name of the city of the location	varchar(20)	NO		NULL	
state	describes the name of the state the house is located in	varchar(20)	NO		NULL	
country	name of the country of the location	varchar(20)	NO		NULL	
pinCode	pincode or zipcode of the location of the location area	int	NO		NULL	N.



Data Dictionary - **Order**

Attributes	Description	Data Type	Null	PK/FK	Default	Extra
orderID	unique identification of the order placed	bigint	NO	PRI	NULL	auto_increment
PlacedOn	used now() to specify the date the order was placed on	datetime	YES		CURRENT_TI MESTAMP	DEFAULT_GENERAT ED
estoimatedDelivery	used to descibe the estimated date the order will be delivered on	datetime	YES		NULL	
deliveryStatus	uses ENUM to descibe the currrent state of the order from 7 possible states	enum('Failed','packed','shipped','out for delivery','returned','delivered','to be packed')	YES		to be packed	
orderedBy	descibes the Id of the customer who placed the order	bigint	NO	FK	NULL	
soldBy	descibes the Id of the seller who is going to fulfill that order	bigint	NO	FK	NULL	
deliverTo	descibes the id of the address to which the order is to be delivered	bigint	NO	FK	NULL	





Data Dictionary - **Product**

Attributes	Description	Data Type	Null	PK/FK	Default	Extra
productID	unique identication of the product	bigint	NO	PRI	NULL	auto_increment
productName	desscribes the name of the product	varchar(50)	NO		NULL	
productDescription	describes the product using text	text	YES		NULL	
weight	store the weight of the product in kgs	int	YES		NULL	
dimentions	storet the dimention of the product in mm in the format length*breath*height	varchar(20)	YES		NULL	
manufacturer	store the name of the product manufacturer	varchar(50)	YES		NULL	





Data Dictionary - Auction

Attributes	Description	Data Type	Null	PK/FK	Default	Extra
productId	unique identification of the product	bigint	NO	PRI,FK	NULL	auto_increment
manufactureYear	stores the manufacturiing year of product	year	YES		NULL	
age	store the age of the product in years	int	YES		NULL	
rarity	stores how many replicas of the same product exists	varchar(10)	YES		NULL	
materialsUsed	describes the name of the materials used in manufacturing	varchar(30)	YES		NULL	
restoration	describes if the product has gone thorugh the restoration process t for True	enum('t','f')	YES		f	
startingPrice	stores the base price set by the owner	int	NO		NULL	
latestBid	store the latst bid made on the product	int	NO		NULL	
authenticationCod e	stores the authentication code received by the product if any	varchar(20)	YES		NULL	-
validUntil	Show the Auction Expiration time	datetime	NO		NULL	63:



Data Dictionary - Seller

Attributes	Description	Data Type	Null	PK/FK	Default	Extra
sellerId	unique seller identification	bigint	NO	PRI	NULL	auto_increment
sellerName	stores the name of the owner of the business	varchar(50)	YES		NULL	
storeName	stores the name of the online store	varchar(50)	NO		NULL	
sellerPassword	stores the password usd to access the online shop	varchar(20)	NO		NULL	
sellerRatings	stores the Average rating received by the seller	int	YES		0	
mobile	store the mobile number of the seller	varchar(20)	YES		NULL	
email	store the stores email id	varchar(80)	YES		NULL	
sellerCode	stores the unique tax number of the online store	varchar(30)	NO		NULL	
addressId	stores the address id of theseller address information	bigint	NO	MUL	NULL	





Data Dictionary - Review

Attributes	Description	Data Type	Null	PK/FK	Default	Extra
reviewId	unique review identification	bigint	NO	PRI	NULL	auto_increment
review	stores the review text	text	YES		NULL	
reviewRating	stores the rating of the product out of 5	int	NO		NULL	
reviewVotes	stores the rating or the votes received by the rating	int	NO		0	
productId	stores the id of the product the review refers to	bigint	NO	FK	NULL	
customerId	store the id of the customer who wrote the review	bigint	NO	FK	NULL	





Data Dictionary - New

Attributes	Description	Data Type	Null	PK/FK	Default	Extra
productId	unique identification of the product	bigint	NO	PRI	NULL	
warranty	stores the warranty information of the prodcut	int	YES		NULL	
price	stors the price of the product	int	NO		NULL	
stock	stores the stock of items in number	int	NO		0	
discount	describes the discound offered in the item if any	int	NO		0	





Data Dictionary - **Second Hand**

Attributes	Description	Data Type	Null	PK/FK	Default	Extra
productId	unique product identification	bigint	NO	PRI,FK	NULL	
Inwarranty	describes if the product is in warranty	enum('y','n')	YES		n	
customerId	store the id of the customer who listed the product	bigint	YES	FK	NULL	
dateListed	store the date on which the poduct was listed using now function	datetime	YES		CURRENT_II MESTAMP	DEFAULT_GENERATED
manufactureYear	describes the year of manufacturing of the product	year	YES		NULL	
price	price of secondhand product	int	NO		NULL	





Data Dictionary - Auction Transaction

_						
Attributes	Description	Data Type	Null	PK/FK	Default	Extra
TransactionId	Transaction ID to keep tracks of auctions.	bigint	NO	PRI		auto_increment
placedBy	Foreign key to reference to the customerID in customer Table	bigint	NO	FK		
bidPrice	Show final bid price	int	NO			
product	Foreign key to reference to the productID in product Table	bigint	NO	FK		



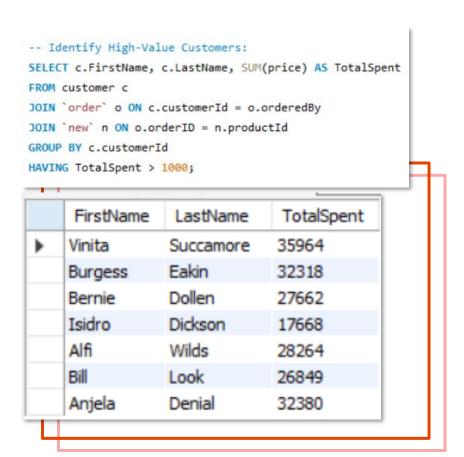


Operations & Transactions - Customer

Identify High-Value Customers

Query to identify customers who have spent more than a specified amount.



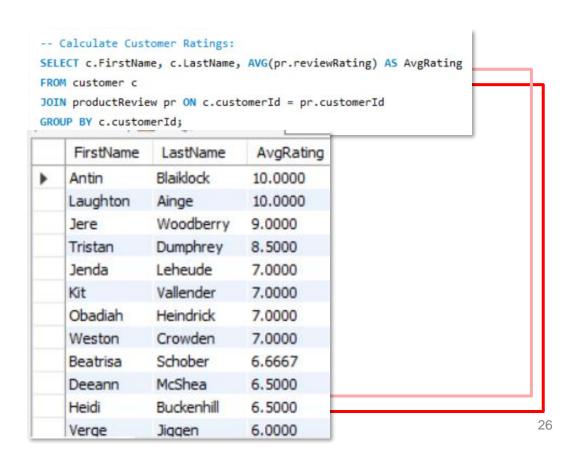


Operations & Transactions - Customer

Calculate Customer Ratings

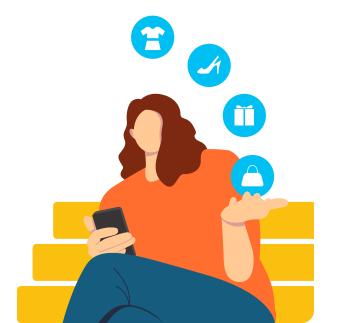
Query to calculate the average ratings given by customers for products they've reviewed.

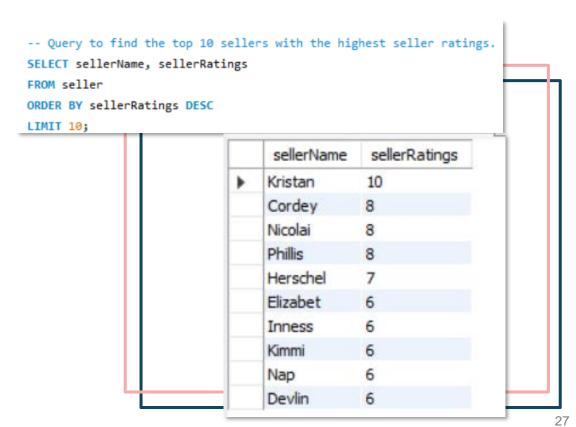




Top-Rated Sellers

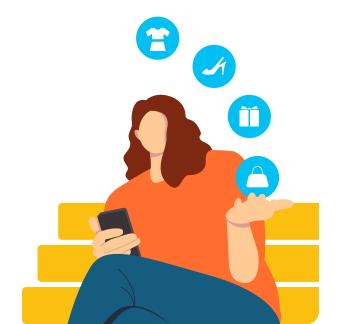
Query to find the top 10 sellers with the highest seller ratings.

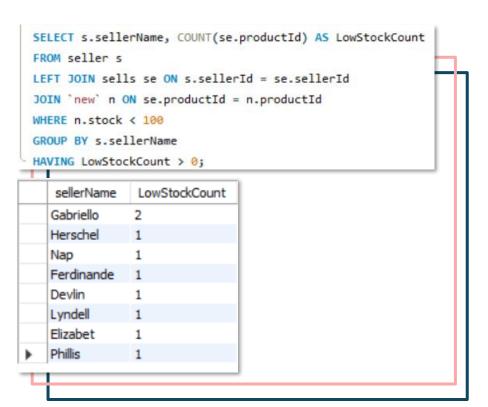




Inventory Management

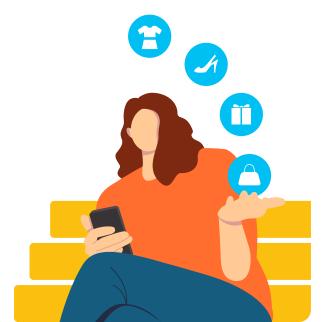
Query to identify sellers with low stock levels for restocking.

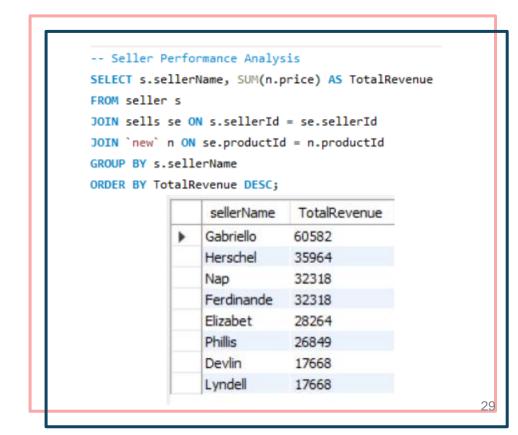




Seller Performance Analysis

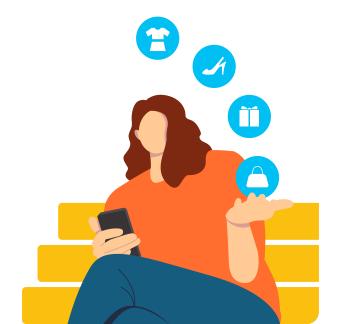
Query to analyze seller performance by calculating the total revenue generated.

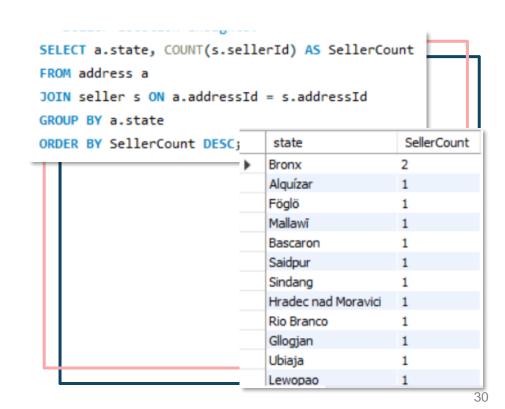




Seller Location Insights

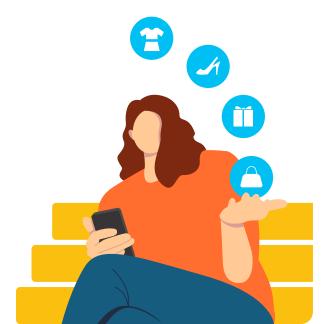
Query to analyze the distribution of sellers by state for targeted partnerships.





Sellers with Multiple Store Locations

Query to find sellers with multiple store locations for potential collaborations.

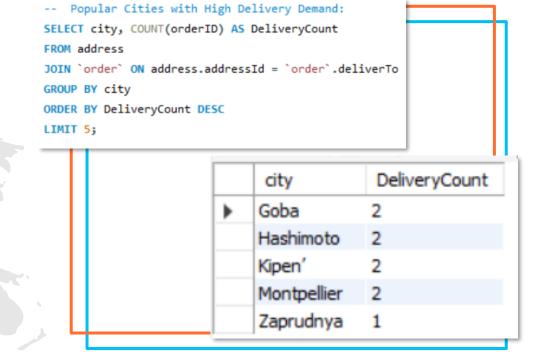




Operations & Transactions - Address

Popular Cities with High Delivery Demand

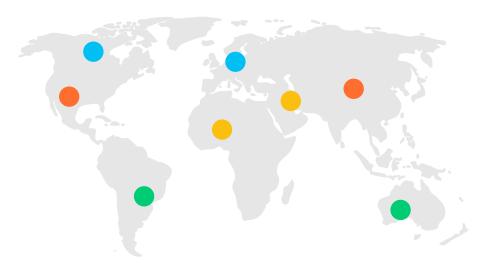
Query to find the top 5 cities with the highest number of delivery orders.

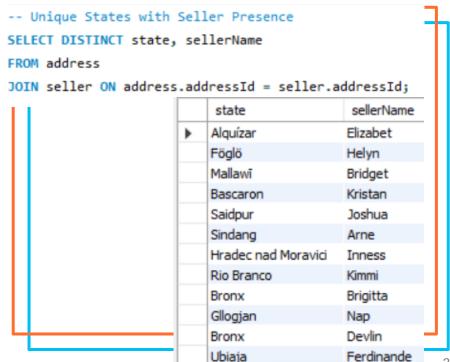


Operations & Transactions - Address

Unique States with Seller Presence

Query to list the unique states where sellers are located.





Operations & Transactions - Address

Pin Code-Based Delivery Tracking

Query to track the status of orders delivered to a

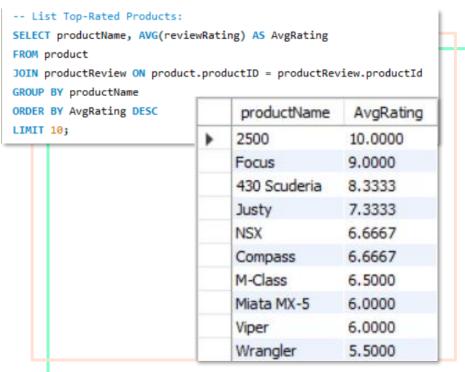


Operations & Transactions - Product

List Top-Rated Products

Query to find the top-rated products based on average review ratings.



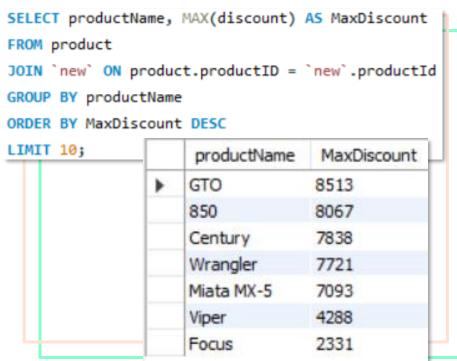


Operations & Transactions - Product

Products with High Discounts

Query to list products with the highest discounts.

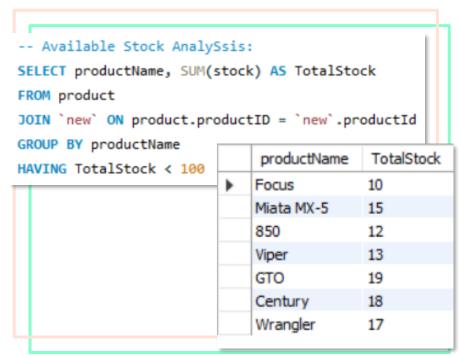




Available Stock Analysis

Query to analyze products with low stock levels.

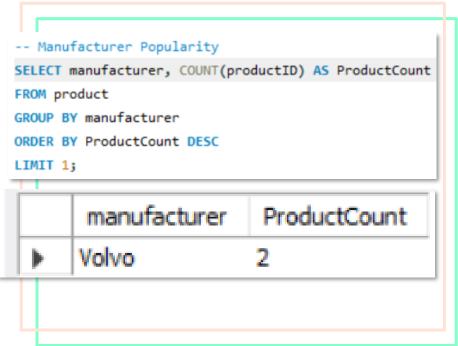




Manufacturer Popularity

Query to find the most popular manufacturer based on the number of products.

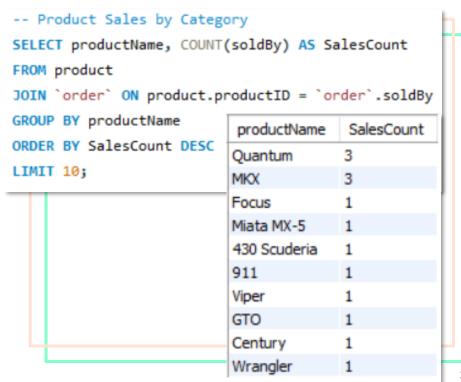




Product Sales by Category

Query to analyze product sales by category (product name).

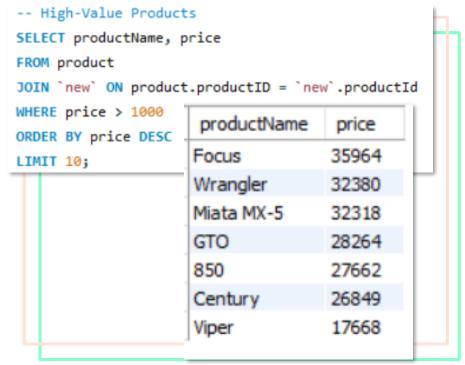




High-Value Products

Query to identify high-value products with a price above a certain threshold.



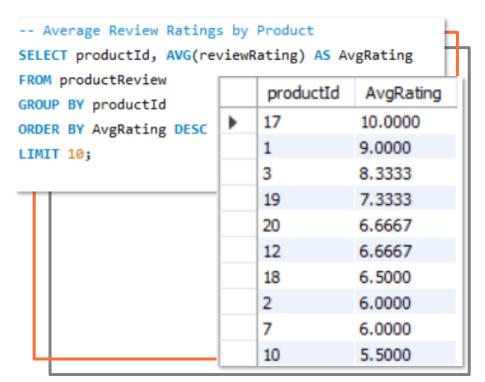


Average Review Ratings by Product

Query to calculate the average review ratings

for each product.

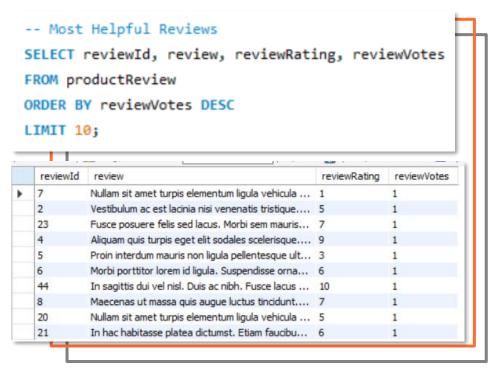




Most Helpful Reviews

Query to find the most helpful product reviews based on review votes.

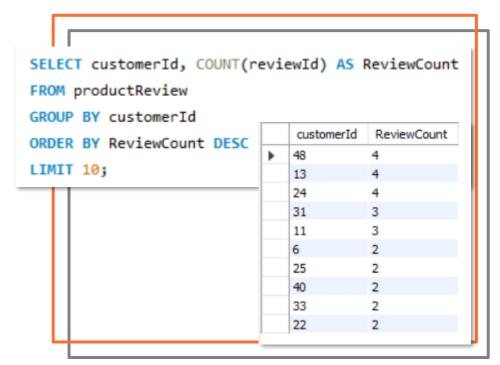




Customers with the Most Reviews

Query to identify customers who have submitted the most product reviews.



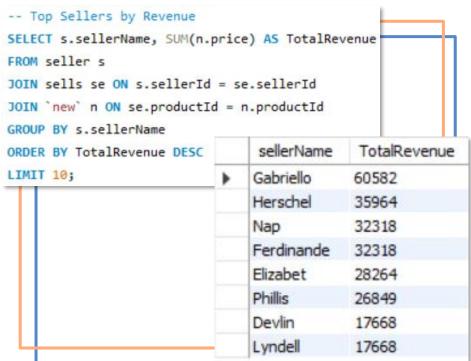


Operations & Transactions - Sells

Top Sellers by Revenue

Query to find the top-selling sellers based on the total revenue generated from their sales.





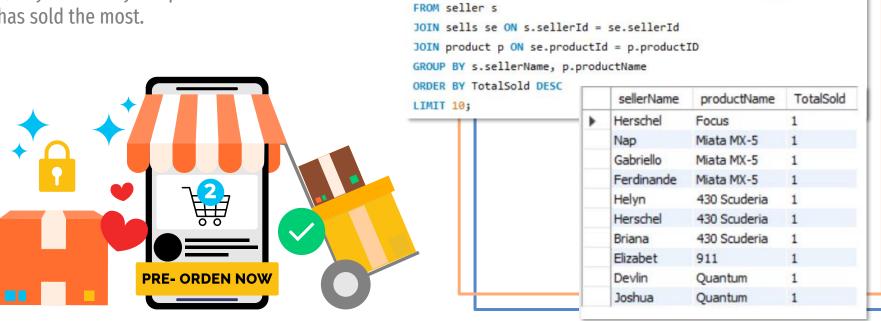
Operations & Transactions - Sells

-- Most Sold Products by Seller

SELECT s.sellerName, p.productName, COUNT(se.productId) AS TotalSold

Most Sold Products by Seller

Query to identify the products that each seller has sold the most.



Operations & Transactions - Sells

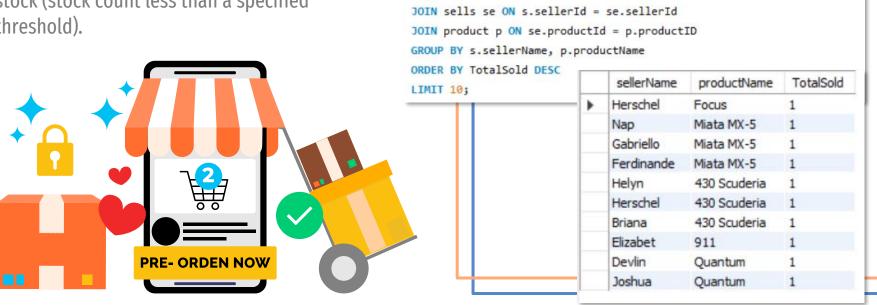
FROM seller s

-- Most Sold Products by Seller

SELECT s.sellerName, p.productName, COUNT(se.productId) AS TotalSold

Sellers with Low Stock Products

Query to list sellers who have products in low stock (stock count less than a specified threshold).



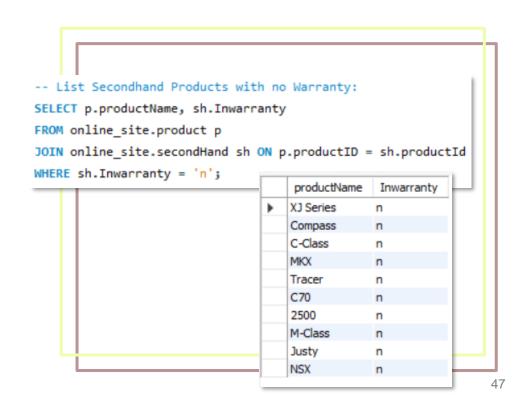
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Operations & Transactions - Second Hand

List Secondhand Products with no Warranty

Query to retrieve secondhand products that don't have warranty coverage.



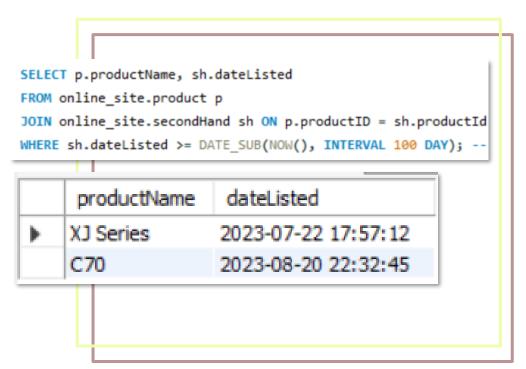


Operations & Transactions - Second Hand

Find Recently Listed Secondhand Products

Query to list secondhand products that have been recently listed for sale.



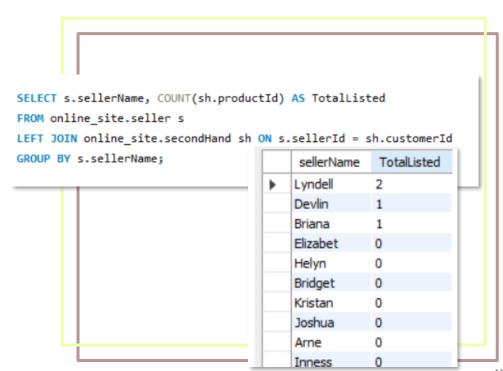


Operations & Transactions - Second Hand

Total Number of Secondhand Products per Seller

Query to calculate the total number of secondhand products listed by each seller.





Operations & Transactions - New

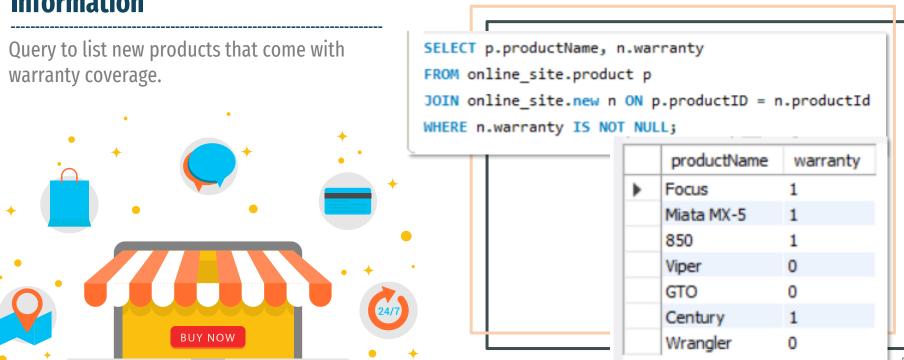
List New Products with Discounts

Query to retrieve new products that have discounts applied.



Operations & Transactions - New

Find New Products with Warranty Information

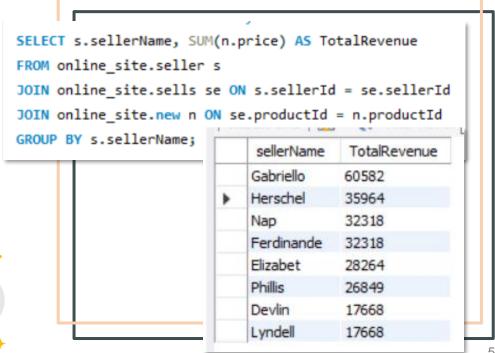


Operations & Transactions - New

Total Revenue Generated by Each Seller for New Products

BUY NOW

Query to calculate the total revenue generated by each seller from selling new products.



Operations & Transactions - Auction

Find the Most Expensive Auction

Query to find the auction with the highest current bid.



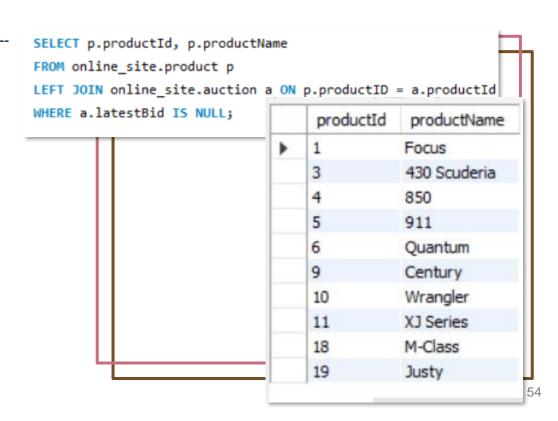


Operations & Transactions - Auction

List Auctions with No Bids

Query to identify auctions that have received no bids.

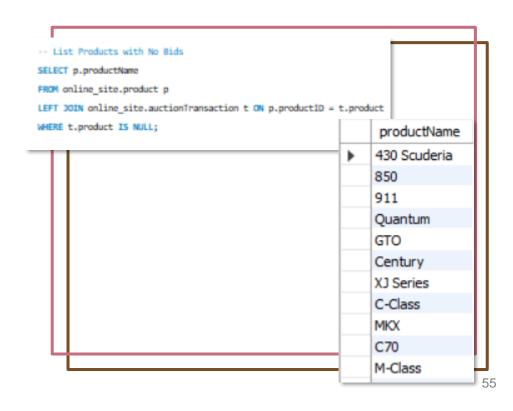




Operations & Transactions - Auction Transaction

List Product with No Bids

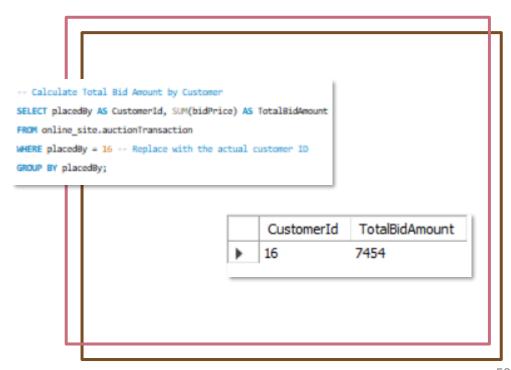




Operations & Transactions - Auction Transaction

Calculate Total Bid Amount by Customer

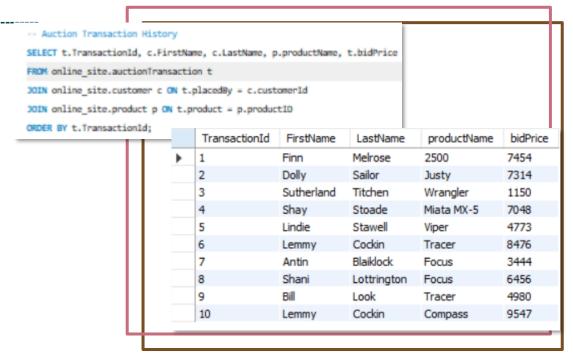




Operations & Transactions - Auction Transaction

Auction Transaction History





THANK YOU