Based on the information provided, I would estimate the project to be of high complexity, due to the need to completely rewrite the application and integrate it with a new ERP system, while also improving the UX and offering new features for data analysis.

In terms of data volume, it seems like there will be a significant amount of data to handle, given that SD stores and distributes books on behalf of publishers to multiple bookstores. The system will need to manage inventory, orders, and shipments, as well as offer robust reporting and data analysis capabilities. However, without more specific information on the size of the company and its customer base, it's difficult to give a more precise estimate.

In terms of user volume, it seems like there will be a relatively large number of users, including publishers, bookstores, and SD employees, each with different roles and access levels. This will require careful planning and implementation of user management and authentication features, as well as access control mechanisms.

Based on the information provided, the timeline for completing this project could range from 4 to 7 months, depending on factors such as the scale and intricacy of the existing system, as well as the desired enhancements and functionalities. The duration of the project may also be influenced by the size of the development team and the technology stack employed. Further details about the scope of the project would be required to provide a more accurate estimation of the time required.