

Storing and Retrieving Data - Project Report

Development of a database for LimitedDrip



Group 34

NOVA Information Management School

Master's Degree in Data Science and Advanced Analytics

2022/2023

Description of LimitedDrip:

For this report, we chose to analyze a fictitious online store called LimitedDrip, which sells only the finest limited edition sneakers from around the world. In the midst of the pandemic, when several markets were suffering and liquidating, we decided to make the lives of sneakerheads easier by shipping sneakers directly to their homes. After years on the periphery of the business, sneaker resale is now a burgeoning distribution channel for manufacturers and retailers, spurred by the increased demand for Nike Jordans and New Balance in 2020. Nike's objective of having 50% of its sales come from digital channels is ambitious but attainable, according to industry analysts, given that the company had digital sales to account for 30% of its revenue in fiscal 2021, two years earlier than originally projected (Arcieri, 2020). Currently, LimitedDrip focuses on remote work but maintains a headquarters in Portugal and two warehouses in Portugal and Berlin, Germany. The purpose of these structures is to streamline the delivery processes for all orders.

Due to a number of factors, e-commerce transactions are now more rapid and effective. The client can search for the desired items, calculate the pricing, and select the delivery date within a few minutes. This is far faster than having to browse a physical store and then proceed to the cashier and delivery area. First and foremost, LimitedDrips' business method is wholesale-centric for the sake of efficiency, because the e-store wants to provide their clients with the best footwear, even if this requires pre-ordering and longer wait times than typical. An order is logged in a centralized database, and the based products are picked from the warehouse closest to the customer's shipping address, unless a particular item is out of stock at the closest warehouse. In such instances, the product is shipped from the other warehouse. Additionally, the invoice is issued simultaneously with the order, so the dates are identical and the order is always accompanied by an invoice.

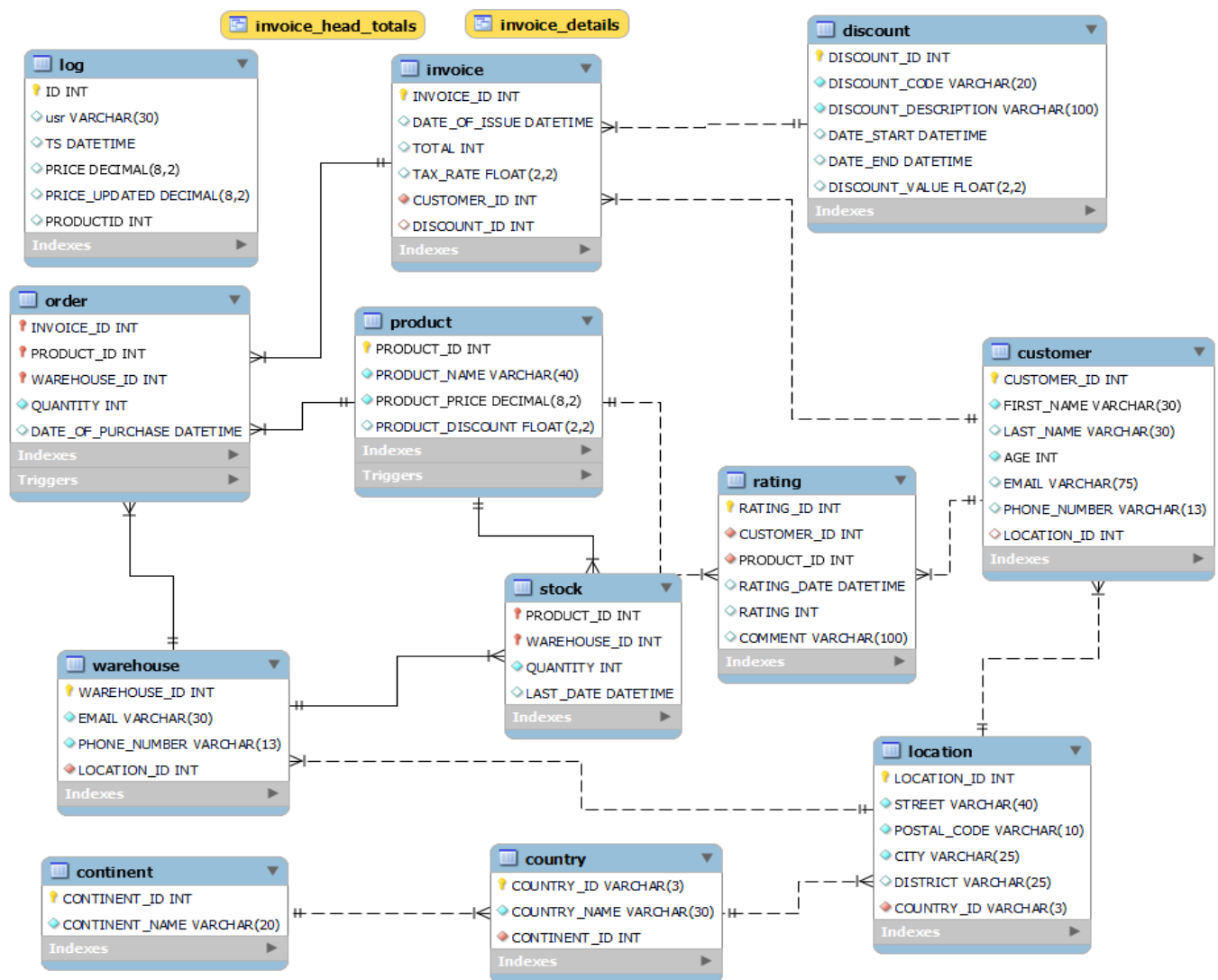
Statistics indicate that adults yearly purchase three pairs of shoes. Customers who register on our website will obtain a virtual card bearing their own customer number and special qr code. Each time the consumer purchases online, they can use their virtual card and points and percentages are added to the card based on reward levels, which also offers a members-only discount. We will also provide the members only club an exclusive opportunity to purchase a new drip before it is released on our primary websites in an effort to maintain a high customer retention rate. The organization's ability to keep this data will enable it to respond to a variety of market segmentation queries, including those on the most devoted customers, their geographic origins, purchasing patterns, and other crucial business functions.

General Information About LimitedDrip:

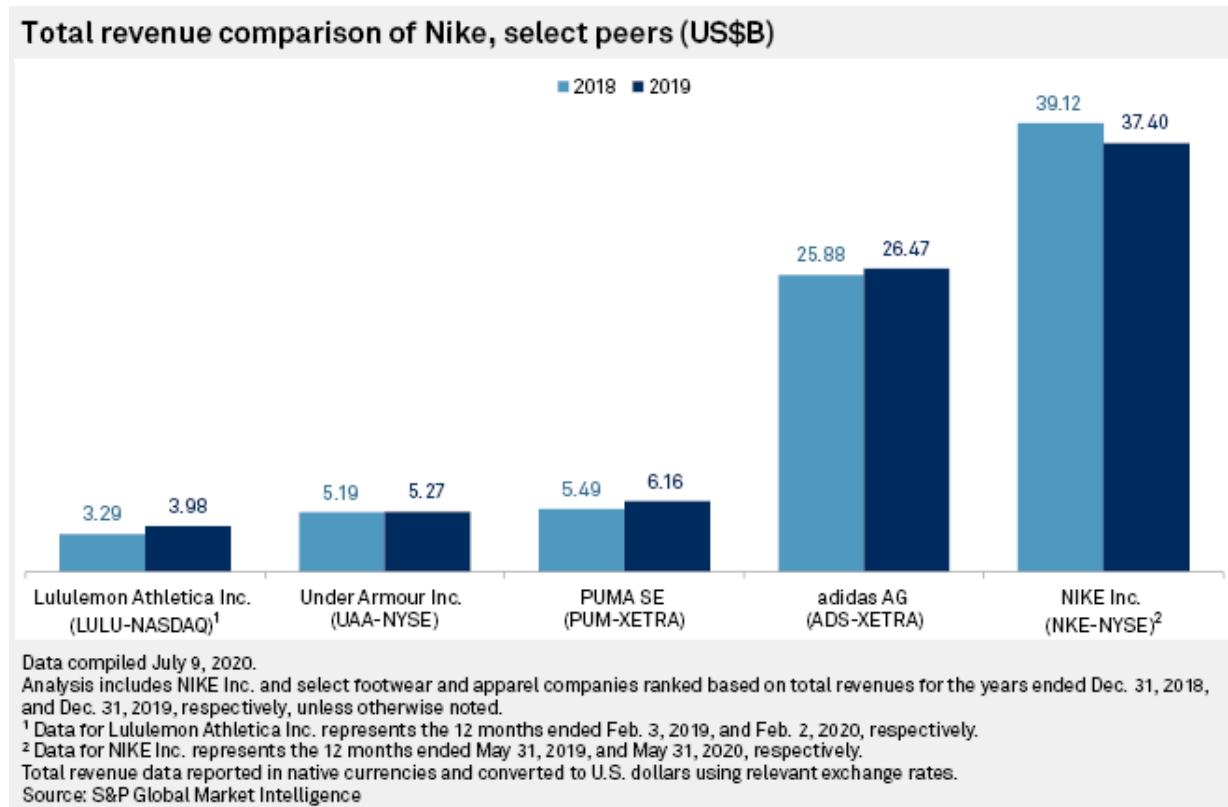
- Official company name: LimitedDrip
- Company website: www.LimitedDrip.com

	Full Address	E-mail	Phone Number
Headquarters	Cidade de Vila Cabral Street, 34, 1800-131, Lisboa, Portugal.	inquiries@limiteddrip.com	+351 215 963 779
Warehouse 1- Portugal	Miguel Nogueira Junior Street, 50, 1950-162, Lisboa, Portugal.	w1.pt@limiteddrip.com	+351 219 281 307
Warehouse 2- Germany	Helmstedter Str. 22, 1000-950, Berlin,.Germany	w2.de@limiteddrip.cm	+51 778 69467

ERD Model:



Appendix:



References:

Arcieri, K. (2020) *Nike levels up digital game in wake of coronavirus hit*, S&P Global. Available at: <https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/nike-levels-up-digital-game-in-wake-of-coronavirus-hit-59265634> (Accessed: December 11, 2022).