

## New Music Venue Case

You are working for the Night Owl, a new music venue located in north Philadelphia. The Night Owl wants to sell tickets to Temple students directly rather than through a service like Ticketmaster. You are part of the team defining the data requirements for their web service.

*The Night Owl's plan is to take credit cards for payment and to create a customer loyalty program for those customers who want to take advantage of it. The customer loyalty program will track each visit the customer makes to Night Owl and will give them a free ticket to an upcoming show for every 10 tickets they buy. The Night Owl also wants to use the customers' email addresses to advertise upcoming shows.*

Your job is to define the logical data elements that must be kept for each customer in Night Owls' database.

Use what you know about credit card sales and customer loyalty programs to do the following:

1. Identify all the data entities that the Night Owl database will need.
2. For each entity, identify all of the attributes that must be collected. Include information about each entity's type, range if any, default value, and special requirements.
3. Indicate the relationships between the different entities (i.e. every child has one and only one natural mother).