**Data Dictionary**

**Sales\_Details**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **ID** | **bigint** | **Identity** | **Not Null** |  |
| **Sale\_ID** | **bigint** |  | **Null, Foreign Key** | **Has to be able to change if Sale\_ID changes/gets updates/gets deleted** |
| **Product\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Quantity** | **int** |  | **Null** |  |
| **Discount** | **decimal** |  | **Null** |  |
| **Date\_Allocated** | **datetime** |  | **Null** |  |
| **Inventory\_ID** | **bigint** |  | **Null** |  |

**Sales**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Sale\_ID** | **bigint** | **Identity** | **Not Null, Primary Key** | **Must use IDENTITY to increment for every sales transaction.** |
| **Employee\_ID** | **bigint** |  | **Null, Foreign Key** | **Has to be able to change if Sale\_ID changes/gets updates/gets deleted** |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** | **Has to be able to change if Sale\_ID changes/gets updates/gets deleted** |
| **Sale\_Date** | **datetime** |  | **Null** |  |
| **Taxes** | **money** |  | **Not Null** |  |
| **Notes** | **varchar** | **max** | **Null** |  |
| **Tax\_Rate** | **decimal** |  | **Not Null** |  |
| **Tax\_Status** | **int** |  | **Null, Foreign Key** |  |
| **Store\_ID** | **int** |  | **Null, Foreign Key** |  |

**Customers**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **ID** | **bigint** |  | **Not Null, Primary Key** |  |
| **Last\_Name** | **varchar** | **72** | **Not Null** |  |
| **First\_Name** | **varchar** | **72** | **Not Null** |  |
| **Email\_Address** | **varchar** | **60** | **Null** |  |
| **Home\_Phone** | **varchar** | **'[0-9]', 10** | **Null** | **Phone number has to use 10 digits and consist of numbers.** |
| **Mobile\_Phone** | **varchar** | **'[0-9]', 10** | **Null** | **Phone number has to use 10 digits and consist of numbers.** |
| **Fax\_Number** | **varchar** | **'[0-9]', 10** | **Null** | **Fax number has to use 10 digits and consist of numbers.** |
| **Address1** | **varchar** | **125** | **Not Null** |  |
| **City** | **varchar** | **60** | **Not Null** |  |
| **State\_Province** | **varchar** | **60** | **Not Null** | **Can only select proper U.S. State abbreviations.** |
| **ZIP\_PostalCode** | **int** | **'[0-9]', 5** | **Not Null** | **Zip Code must be a number that spans 5 digits exactly** |
| **Country\_Region** | **varchar** | **125** | **Not Null** |  |
| **Store\_ID** | **int** |  | **Null, Foreign Key** |  |

**Customer\_Password**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Password\_ID** | **bigint** |  | **Not Null, Primary Key** |  |
| **Password** | **varchar** |  | **Null** |  |
| **Pswd\_Last\_Update** | **datetime** |  | **Null** |  |

**Customer\_User\_Passwords**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Password\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** |  |

**Employees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Employee\_ID** | **bigint** |  | **Not Null, Primary Key** |  |
| **Company** | **varchar** | **255** | **Null** |  |
| **Last\_Name** | **varchar** | **72** | **Null** |  |
| **First\_Name** | **varchar** | **72** | **Null** |  |
| **Email\_Address** | **varchar** | **60** | **Null** |  |
| **Job\_Title** | **varchar** | **60** | **Null** |  |
| **Business\_Phone** | **varchar** | **'[0-9]', 10** | **Null** | **Phone number has to use 10 digits and consist of numbers.** |
| **Home\_Phone** | **varchar** | **'[0-9]', 10** | **Null** | **Phone number has to use 10 digits and consist of numbers.** |
| **Mobile\_Phone** | **varchar** | **'[0-9]', 10** | **Null** | **Phone number has to use 10 digits and consist of numbers.** |
| **Fax\_Number** | **varchar** | **'[0-9]', 10** | **Null** | **Fax number has to use 10 digits and consist of numbers.** |
| **Employee\_Address** | **varchar** | **125** | **Not Null** |  |
| **City** | **varchar** | **60** | **Null** |  |
| **State\_Province** | **varchar** | **60** | **Null** | **Can only select proper U.S. State abbreviations.** |
| **ZIP\_PostalCode** | **varchar** | **'[0-9]', 5** | **Null** | **Zip Code must be a number that spans 5 digits exactly** |
| **Country\_Region** | **varchar** | **125** | **Null** |  |

**Orders\_Tax\_Status**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Tax\_Status\_ID** | **int** |  | **Not Null, Primary Key** |  |
| **Tax\_Status\_Name** | **varchar** | **30** | **Not Null, UNIQUE** |  |

**Products**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Supplier\_ID** | **int** |  | **Null, Foreign Key** | **Has to be able to change if Sale\_ID changes/gets updates/gets deleted** |
| **ID** | **bigint** |  | **Not Null, Primary Key** |  |
| **Product\_Code** | **varchar** |  | **Not Null, UNIQUE** |  |
| **Product\_Name** | **varchar** |  | **Not Null** |  |
| **Author** | **varchar** | **255** | **Not Null** |  |
| **Standard\_Cost** | **money** |  | **Not Null** |  |
| **List\_Price** | **money** |  | **Not Null** |  |
| **Reorder\_Level** | **int** |  | **Null** |  |
| **Target\_Level** | **int** |  | **Null** |  |
| **Discontinued** | **bit** |  | **Null** | **Has to be Yes or No (True/False)** |
| **Minimum\_Reorder\_Quantity** | **int** |  | **Null** |  |
| **Attachments** | **varbinary** |  | **Null** |  |

**Product\_Interest**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Product\_ID** | **bigint** |  | **Null, Foreign Key** |  |

**Suppliers**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Supplier\_ID** | **int** |  | **Not Null, Primary Key** |  |
| **Company** | **varchar** | **255** | **Not Null** |  |
| **Last\_Name** | **varchar** | **72** | **Not Null** |  |
| **First\_Name** | **varchar** | **72** | **Not Null** |  |
| **Email\_Address** | **varchar** | **60** | **Not Null** |  |
| **Job\_Title** | **varchar** | **60** | **Null** |  |
| **Business\_Phone** | **varchar** | **'[0-9]', 10** | **Null** | **Phone number has to use 10 digits and consist of numbers.** |
| **Home\_Phone** | **varchar** | **'[0-9]', 10** | **Null** | **Phone number has to use 10 digits and consist of numbers.** |
| **Mobile\_Phone** | **varchar** | **'[0-9]', 10** | **Null** | **Phone number has to use 10 digits and consist of numbers.** |
| **Fax\_Number** | **varchar** | **'[0-9]', 10** | **Null** | **Fax number has to use 10 digits and consist of numbers.** |
| **Supplier\_Address** | **varchar** | **125** | **Not Null** |  |
| **City** | **varchar** | **60** | **Not Null** |  |
| **State\_Province** | **varchar** | **60** | **Not Null** | **Can only select proper U.S. State abbreviations.** |
| **ZIP\_PostalCode** | **int** | **'[0-9]', 5** | **Not Null** | **Zip Code must be a number that spans 5 digits exactly** |
| **Country\_Region** | **varchar** | **125** | **Not Null** |  |
| **Web\_Page** | **varchar** |  | **Null** |  |
| **Notes** | **varchar** | **max** | **Null** |  |
| **Attachments** | **varbinary** |  | **Null** |  |

**Inventory\_Transaction\_Types**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Transaction\_Type\_ID** | **bigint** |  | **Not Null, Primary Key** |  |
| **Type\_Name** | **varchar** | **50** | **Not Null, UNIQUE** |  |

**Inventory\_Transactions**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Transaction\_ID** | **bigint** | **Identity** | **Not Null, Primary Key** |  |
| **Transaction\_Type** | **bigint** |  | **Null, Foreign Key** |  |
| **Transaction\_Created\_Date** | **datetime** |  | **Not Null** |  |
| **Transaction\_Modified\_Date** | **datetime** |  | **Null** |  |
| **Product\_ID** | **bigint** |  | **Not Null** |  |
| **Quantity** | **int** |  | **Not Null** |  |
| **Sale\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Sale\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Comments** | **max** |  | **Null** |  |

**Customer\_Feedback**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Not Null, Primary Key** |  |
| **Lead\_Source\_ID** | **int** |  | **Null, Foreign Key** |  |
| **System\_Used** | **varchar** | **50** | **Not Null** | **Shows where feedback originated: FB, App, Phone System** |
| **Remarks** | **varchar** | **max** | **Null** | **Remarks made by customer** |
| **Service\_Status** | **varchar** |  | **Null** | **Need to Email, Need to Call, Out of Country etc** |
| **Satisfaction\_Level** | **int** | **‘[1-5]’** | **Not Null** | **Values 1 to 5 with 1 being poor and 5 being excellent.** |
| **Affordability\_Level** | **Int** | **‘[1-5]’** | **Not Null** | **Values 1 to 5 with 1 being poor and 5 being excellent.** |

**Customer\_Leads**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Contacted** | **bit** |  | **Not Null** | **Must Be True or False Yes /No** |
| **Rating** | **varchar** | **20** | **Not Null** | **Warm, Cold** |
| **Score** | **Int** | **20** | **Not Null** | **0 to 100 (0 is a New Lead, 50 shows potential, and 100 is Sales Ready)** |
| **Qualified** | **bit** |  | **Null** | **Yes or No (True or False)** |
| **Date\_Created** | **datetime** |  | **Not\_Null** | **The date in which the Lead was created.** |

**Customer\_Lead\_Status**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Status\_ID** | **int** |  | **Null, Foreign Key** |  |

**Lead\_Status**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Status\_ID** | **int** |  | **Not Null, Primary Key** |  |
| **Status** | **varchar** | **20** | **Null** | **Must be Open or Closed** |

**Customer\_Lead\_Source**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Lead\_Source\_ID** | **int** |  | **Not Null, Primary Key** |  |
| **Lead\_Source** | **varchar** | **50** | **Not Null** | **Facebook, App, Phone system** |
| **Souce\_Campaign** | **varchar** | **255** | **Not Null** | **Name of advertisement being run** |
| **Source\_Product** | **varchar** | **255** | **Not Null** | **The name of the book or product for the source campaign** |
| **Leads\_Generated** | **decimal** |  | **Not Null** | **Percentage of total leads generated from source campaign** |
| **Leads\_Qualified** | **decimal** |  | **Not Null** | **Percentage of qualified leads (job title etc factor in) from source campaign** |
| **Revenue\_Generated** | **money** |  | **Not Null** | **The amount of money generated from the source campaign** |
| **Growth\_Rate** | **decimal** |  | **Null** | **If higher than churn rate than the company experiences growth.** |
| **Churn\_Rate** | **decimal** |  | **Null** | **If higher than the growth rate the company has experienced a loss** |
| **Active** | **bit** |  | **Not Null** | **True or False (yes or no) is source campaign still active** |
| **Created\_Date** | **datetime** |  | **Not Null** | **When source campaign was created by date** |
| **End\_Date** | **Datetime** |  | **Not Null** | **Date time that source campaign has ended** |

**Lead\_Location**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Lead\_Geolocation** | **varchar** |  | **Not Null** | **The exact location in the world that a lead may be at current time.** |
| **Carrier** | **varchar** |  | **Not Null** | **The carrier that lead is using for service.** |
| **Country\_Code** | **varchar** |  | **Not Null** | **Code of country that signal is being broadcasted from.** |
| **Mobile\_Network\_Code** | **varchar** |  | **Not Null** | **The mobile network code corresponding to the country lead is located.** |

**Customer\_Opportunities**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** | **Foreign Key to Customer\_ID in Store\_Customers** |
| **Lead\_Source\_ID** | **int** |  | **Null, Foreign Key** | **Foreign Key to Lead\_Source\_ID in Customer\_Lead\_Source table** |
| **Topic** | **varchar** | **255** | **Not Null** | **Topic about the opportunity at hand** |
| **Description** | **varchar** | **255** | **Not Null** | **Description about the opportunity** |
| **Opportunity\_Type** | **varchar** |  |  | **Can either be a Subscription or Book Purchase** |
| **Opportunity\_Amount** | **money** |  | **Null** | **The total dollar amount of the opportunity** |
| **Follow\_Up\_Date** | **datetime** |  | **Null** | **The date for which a follow up on the opportunity will be performed** |
| **Last\_Activity\_Date** | **datetime** |  | **Not Null** | **The last date an activity was performed** |
| **Last\_Activity** | **varchar** | **255** |  | **Name of the activity** |
| **Opportunity\_Created\_Date** | **datetime** |  | **Not Null** | **Date that opportunity was created** |
| **Last\_Modified\_Date** | **datetime** |  | **Not Null** | **Date that opportunity was last modified** |
| **Projected\_Close\_Date** | **datetime** |  | **Null** | **Date that opportunity is projected to close** |
| **Close\_Probability** | **decimal** |  | **Not** | **Close probability percentage can either be 25%, 50%, 75%, or 100% as an optional drop down field** |
| **Projected\_Revenue** | **money** |  | **Null** | **Projected monetary amount o be capitalized on from opportunity (is a calculated field)** |
| **Weighted\_Revenue** | **money** |  | **Null** | **Weighted Revenue is equal to (Projected Revenue multiplied by Close Probability Percentage)** |
| **Actual\_Revenue** | **money** |  | **Null** | **Actual Revenue to be gained** |
| **Currency\_Type** | **varchar** |  | **Not Null** | **Drop down field to indicate if currency type is US, Canada, etc** |
| **Offer\_Accepted\_Date** | **datetime** |  | **Null** | **Date when opportunity offer was accepted or closed on** |

**Product of Interest**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** | **Foreign Key to Customer\_ID in Customers** |
| **Product\_ID** | **bigint** |  | **Null, Foreign Key** | **Foreign Key to Lead\_Source\_ID in Customer\_Lead\_Source table** |

**Opportunity\_Stages**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Opportunity\_Stage\_ID** | **bigint** |  | **Null, Foreign Key** | **Foreign Key to Customer\_ID in Customers** |
| **Sales\_Pipeline\_Stage** | **varchar** | **72** | **Not Null** | **Can either be 1. Qualification, 2. Discovery, 3. Meeting, 4. Proposal, or 5. Closed Won** |

**Sales\_Opportunity\_Stage**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** | **Foreign Key to Customer\_ID in Customers** |
| **Opportunity\_Stage\_ID** | **int** |  | **Null, Foreign Key** | **Foreign Key to Opportunity\_Stage\_ID in Opportunity Stages** |

**Types**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Cust\_Type\_ID** | **int** |  | **Not Null, Primary Key** |  |
| **Customer\_Type** | **varchar** | **20** | **Not Null** | **Can be a Discount, InStore, or Online customer** |

**Customer\_Types**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Null** |  |
| **Cust\_Type\_ID** | **int** |  | **Null** |  |
| **Join\_Date** | **datetime** |  | **Not Null** |  |
| **Cancel\_Date** | **datetime** |  | **Not Null** |  |

**Activities**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Activity\_ID** | **int** |  | **Not Null, Primary Key** |  |
| **Activity** | **varchar** | **255** | **Null** | **Can be Task, Email, Phone Call in an optional drop down.** |
| **Subject** | **varchar** | **255** | **Null** | **Describes the subject of the activity and what will take place more in depth.** |

**Customer\_Contact\_Activity**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Customer\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Activity\_ID** | **int** |  | **Null, Foreign Key** |  |

**CRM\_User**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Login\_ID** | **int** |  | **Not Null, Primary Key** |  |
| **Last\_Name** | **varchar** | **72** | **Not Null** |  |
| **First\_Name** | **varchar** | **72** | **Not Null** |  |
| **Email\_Address** | **varchar** | **60** | **Not Null** |  |

**CRM\_Tasks**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Task\_ID** | **int** |  | **Not Null, Primary Key** |  |
| **Priority\_Level** | **varchar** | **60** | **Null** |  |
| **Due\_Date** | **varchar** | **60** | **Null** |  |
| **Status** | **varchar** | **60** | **Null** |  |
| **Activity** | **varchar** | **255** | **Null** |  |

**CRM\_User\_Tasks**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Login\_ID** | **int** |  | **Null, Foreign Key** |  |
| **Task\_ID** | **int** | **60** | **Null, Foreign Key** |  |

**CRM\_Password**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Password\_ID** | **bigint** |  | **Not Null, Primary Key** |  |
| **Password** | **varchar** | **44** | **Not Null** | **Algorithm type uses SHA-256 for passwords** |
| **Pswd\_Last\_Updated** | **datetime** |  | **Not Null** |  |
| **Pswd\_Created\_Date** | **datetime** |  | **Not Null** |  |

**CRM\_User\_Passwords**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Password\_ID** | **bigint** |  | **Null, Foreign Key** |  |
| **Login\_ID** | **int** |  | **Null, Foreign Key** |  |

**CRM\_Roles**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Role\_ID** | **int** |  | **Not Null, Primary Key** |  |
| **Role\_Name** | **varchar** |  | **Not Null** |  |
| **Description** | **varchar** |  | **Not Null** |  |

**CRM\_User\_Role**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Field Name** | **Data Type** | **Field Length** | **Constraint** | **Description** |
| **Login\_ID** | **int** |  | **Null, Foreign Key** |  |
| **Role\_ID** | **int** |  | **Null** |  |
| **Role\_Start\_Date** | **datetime** |  | **Null** |  |
| **Role\_End\_Date** | **datetime** |  | **Null** |  |
| **Role\_Creation\_Date** | **datetime** |  | **Null** |