

Integration model

CRM

Transactional Record  
about sales and orders

crm_sales_details	
prd_key	
cst_id	
sales	

current and history  
product information

crm_prd_info	
prd_key	
product	

customer  
information

crm_cust_info	
cst_id	
cst_key	
customer	

ERP

Extra customer  
information (Birthdate)

crm_pxm_cat_g1v2	
id	
product	

Extra customer  
information (Birthdate)

crm_prd_AZ12	
cid	
customer	

customer location  
information (country)

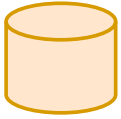
crm_loc_A101	
cid	
customer	

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# DATA WAREHOUSE

## Bronze Layer

stored  
procedure



Raw Data

Object Type:Table

**Load**

Batch Processing

Full Load

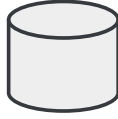
Truncate And insert

**NO Transformation**

**Data Model: None**

## Silver Layer

stored  
procedure



Cleaned Standardized  
Data

Object Type:Tables

**Load**

Batch Processing

Full Load

Truncate And insert

**NO Transformation**

**Data cleaning**

Data Standardization

Data Normalization

derived Columns

**Data Model: None**

## Gold Layer



Business  
Ready Data

Object Type:Views

**No Load**

**Transformation:**

Data Integration

Data Transformation

Truncate And insert

**Data Model:**

- **star Schema**
- **flat table**
- **Aggregated table**