**Data Sources & Tables Description-**

1. **Fact Tables-**

* Customer Journey table: Track customer movements through the website to analyze the conversion funnel.
* Engagement Data table: Measure engagement with different types of content.
* Customer Reviews Table: Analyze customer feedback to identify common themes and sentiment.

1. **Look Up Tables-**

* Customer Journey Table: Provide additional information about customers.
* Geography Table: Provide additional geographical information about customers.
* Products Table: Provide additional information about products.