**PROJECT DOCUMENTATION**

**Introduction**

This project has three data set, customer, product and sales. The goal of this project is to get actionable insights that can drive business decision using postgres SQL. For example a query to that tells me the total number of sales per region will let me know the regions performing better so that region will be taken seriously. Also for the lower performing regions, solutions can be made by advertising more in such regions or probably trying to know the cause of the problem. Could it be that people are earning lower in such regions. These are what you should be getting in the SQL file. Queries that gives actionable insights to these three data sets

**Data Description**

The data-base has three tables as earlier mentioned. The customer table gives information about the customers. These information are stored in columns that includes:

1. Customer\_id
2. Customer\_name
3. Segment
4. Age
5. Country
6. City
7. State
8. Postal code
9. Region.

The product table gives information about each product. The product\_id is unique in the table. Which means all rows have unique product\_id. The table consists of the following table

1. Product\_id
2. Category
3. Sub-category
4. Product-name

The sales table consists of eleven column that incudes the order\_id and product\_id. An order\_id can be in different rows for different product\_id. For example the a customer who purchaces different items at a particular time. The columns includes:

1. Order\_line
2. Order\_id
3. Order\_date
4. Ship\_date
5. Ship\_mode
6. Customer\_id
7. Product\_id
8. Sales
9. Quantity
10. Discount
11. Profit

**RELATIONSHIPS BETWEEN TABLES**

The customer table is related to the sales table via the customer\_id column. While the product table is related to the sales table via the product\_id column. There is no relationship between the product and the customer\_table