Data Architecture for Sports Products Business

# 1. Table Structures and Column Descriptions

## Sales\_Data

* - Invoice\_ID: Unique identifier for each transaction.
* - Date: Date of the sale transaction.
* - Product\_ID: Foreign key referencing the Products table.
* - Units\_Sold: Number of units sold in the transaction.
* - Selling\_Price: Price per unit at which the product was sold.
* - Total\_Sale: Calculated as Units\_Sold × Selling\_Price.
* - Customer\_ID: Foreign key referencing the Customers table.
* - Store\_ID: Foreign key referencing the Stores table.
* - Sales\_Channel: Channel of sale (Online, Retail, etc.).
* - Discount\_Applied: Discount percentage or value applied.

## Product\_Data

* - Product\_ID: Unique identifier for each product.
* - Product\_Name: Name of the product.
* - Category: Category of the product (e.g., Bats, Shoes).
* - Brand: Brand name.
* - MRP: Maximum retail price.
* - Cost\_Price: Cost to the company per unit.
* - Stock\_On\_Hand: Current inventory count.

## Customer\_Data

* - Customer\_ID: Unique identifier for each customer.
* - Name: Customer's full name.
* - Email: Email address.
* - Phone: Contact number.
* - Region: Customer's location region.
* - Loyalty\_Tier: Customer segmentation based on past purchase behavior.

## Store\_Data

* - Store\_ID: Unique identifier for each store.
* - Store\_Location: City or area where the store is located.
* - Store\_Manager: Name of the store manager.
* - Opening\_Date: Date the store started operations.
* - Performance\_Tier: Tier classification based on sales performance.

## Marketing\_Data

* - Campaign\_ID: Unique identifier for each campaign.
* - Start\_Date: Campaign start date.
* - End\_Date: Campaign end date.
* - Channel: Platform used (Email, Facebook, etc.).
* - Product\_ID: Linked product for the campaign.
* - Spend: Total money spent on the campaign.
* - ROI: Return on investment from the campaign.
* - Reach: Estimated number of users reached.
* - Discount Impact on Sales Volume and Profitability
* - Drill-through Capabilities: Customer → Orders → Products