**Optimizing the Power BI Data Model by Removing Redundant Columns**

To minimize storage usage and improve performance in Power BI visualizations, the following columns have been removed from the data model due to redundancy, low correlation, or irrelevance for analytical purposes:

**Fact Table**

1. **sourceid**:
   * Reason: Although sourceid and ChatId uniquely identify all data, sourceid is a text data type that consumes more space. Retaining only ChatId suffices for uniqueness.
2. **SourceSystem**:
   * Reason: Contains only a single value ("LH") across all rows, offering no analytical value.
3. **datemStart, userTimezone**:
   * Reason: Both columns are redundant as their information is already encapsulated in datemStartUTC.
4. **waittimeoutsec**:
   * Reason: Only holds a single value (0) across all rows, making it irrelevant for analysis.
5. **chatVariables, referrer, sessionReferrer**:
   * Reason: These text fields exhibit low correlation, high cardinality (many distinct values), and are not frequently used in visualizations or analytical analysis.

**Product Table**

1. **IPPUserId**:
   * Reason: Contains only blank values, making it irrelevant for analysis.
2. **currencyID**:
   * Reason: defaultCurrencyID holds the same data as currencyID, making currencyID redundant.

**DimCountry Table**

1. **isoCountryCode2, isoCountryCode3**:
   * Reason: These columns provide additional country codes, but some values are missing. Moreover, the same main code is already available in the countryCode column.
2. **unCountry**:
   * Reason: Redundant, as the same country names are already present in the name column in a more structured format.
3. **dhlRegion**:
   * Reason: The continent column provides more accurate and relevant regional data, making dhlRegion unnecessary.
4. **itCurrencyID, currencyID**:
   * Reason: The currencyCode column offers more detailed and structured currency information, rendering these columns redundant.

**Outcome**

By removing these columns, the data model is now more optimized, with reduced storage requirements and improved performance. This ensures that only relevant and high-value data is retained for analytical and visualization purposes in Power BI.