**Toolset/products/technologies**

* For building a data warehouse for this company, I would suggest the following toolset/products/technologies:
* Data warehousing platform: S3, Amazon Redshift, Google BigQuery etc
* ETL tool: AWS GLUE (python, pyspark script), Talend, or Informatica,
* Data modelling tool: SQL Developer data modeller/Studio
* BI and analytics tool: Tableau, Power BI, or Looker

**Data Warehouse Design**:

* A data warehouse architecture would include a staging area, a data warehouse, and a reporting/analytics layer.
* The staging area is used to store raw data from various sources before it is cleaned, transformed, and loaded into the data warehouse.
* The data warehouse is used to store the cleaned, transformed, and integrated data in a format that is optimized for reporting and analytics.
* The reporting/analytics layer is used to create reports and perform analysis on the data stored in the data warehouse.

**Logical Data Model**:

**Sales**: includes information about policies, policyholders, and sales representatives.

**Marketing**: includes information about advertisements, ad campaigns, and ad metrics.

**Financial**: includes information about revenue, expenses, and profitability.

**Policy** : includes information about insurance different policy product.

**Policy holder**: includes information about customers, their demographics, and buying behaviors.

**Description**

Policy entity would be related to the Policyholder entity, representing a "1 to many" relationship, where one policyholder can have multiple policies

Sales entity would be related to the Policy entity, representing a "1 to many" relationship, where one sale. representative is associated with multiple policies sold

Advertisement’s entity would be related to the Marketing Campaigns entity, representing a "1 to many" relationship, where one marketing campaign can have multiple advertisements.

Financial Entity would be related to the Policy and Sales entities, representing a "1 to many" relationship, where one policy or sales can generate multiple financial transactions.

**Data Sources**: Data can be collected from various internal and external sources such as company's

CRM, financial systems, application events, and social media platforms.

**Data Update**: Data should be updated on a regular basis, ideally in real-time or near-real-time,

to ensure that the reports and analysis are always up to date.

**Reports and Analysis**: Reports and analysis can be generated using the BI and analytics tool, and

made available through a web-based interface or via email. To ensure that the reports and analysis are generated instantly, the data warehouse should be optimized for performance and the appropriate indexing and query optimization techniques should be used.

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