

CARTOGRAPH AI

DISCOVERY



Table 1

Table: customer_address

This table stores multiple addresses associated with each customer, allowing for billing, shipping, and other address-related information.

Columns:

address_id: Unique identifier for each address record.

- Data Type: text
- To accommodate potentially long, unique IDs.
- Key Constraint: PK

customer_id: Links the address to a specific customer.

- Business Meaning: Identifies the customer owning the address.
- Data Type: text
- Consistent with the `customers` table.
- Key Constraint: FK referencing customers.customer_id

address_type: Specifies the purpose of the address (e.g., "billing," "shipping").

- Business Meaning: Categorizes the address's use.
- Data Type: text
- Allows for flexible address type descriptions.
- Key Constraint: not null

street: The street address.

- Business Meaning: The street portion of the address.
- Data Type: varchar(255)
- Sufficient length for most street addresses.
- Key Constraint: not null

city: The city of the address.

- Business Meaning: The city portion of the address.
- Data Type: varchar(100)
- Standard city name length.
- Key Constraint: not null

state: The state or province of the address.

- Business Meaning: The state/province portion of the address.

- Data Type: varchar(100)
- Accommodates state/province names.

postal_code: The postal or zip code.

- Business Meaning: Postal code for address identification.
- Data Type: varchar(20)
- Handles various postal code formats.

country: The country of the address.

- Business Meaning: The country portion of the address.
- Data Type: varchar(100)
- Standard country name length.
- Key Constraint: not null

is_primary: Indicates if this is the customer's primary address.

- Business Meaning: Flags the preferred address.
- Data Type: bool
- Boolean value for true/false.
- Key Constraint: not null, default: false

Table 2

Table: customers

This table stores comprehensive information about individuals and businesses interacting with the organization, enabling personalized services and risk assessment.

Columns:

customer_id: Unique identifier for each customer.

- Text
- Allows for flexibility in ID format (e.g., alphanumeric).
- PK

entity_individual: Indicates if the customer is an individual (true) or a company (false).

- Varchar(20)
- Stores a boolean
- like value as text.

legal_company_name: The official registered name of the company.

- Varchar(100)
- Stores the company's legal name.

company_trade_name: The commonly used name of the company for business purposes.

- Varchar(100)
- Stores the company's trade name.

full_legal_name: The complete legal name of the customer (individual or company).

- Varchar(100)
- Stores the full legal name.

name_prefix: Titles like "Mr.", "Ms.", "Dr.".

- Varchar(10)
- Stores name prefixes.

first_name: Customer's first name.

- Varchar(100)
- Stores the first name.

middle_name: Customer's middle name.

- Varchar(100)
- Stores the middle name.

last_name: Customer's last name.

- Varchar(100)
- Stores the last name.

alias: Nickname or alternative name used by the customer.

- Varchar(100)
- Stores an alias.

date_of_birth: Customer's date of birth.

- Text
- Stores date as text for flexibility.

date_of_incorporation: Date the company was legally formed.

- Text
- Stores date as text for flexibility.

national_id: National identification number (e.g., Social Security Number).

- Text
- Stores sensitive ID information.

country_of_legal_formation: Country where the company was legally formed.

- Varchar(100)
- Stores the country of legal formation.

country_of_birth: Customer's country of birth.

- Varchar(100)
- Stores the country of birth.

country_of_principle_business: Country where the customer primarily conducts business.

- Varchar(100)
- Stores the country of principle business.

country_of_primary_residence: Country where the customer primarily resides.

- Varchar(100)
- Stores the country of primary residence.

tax_id: Tax identification number.

- Text
- Stores tax ID information.

age: Customer's age in years.

- Int4
- Stores age as an integer.

gender: Customer's gender.

- Text
- Stores gender information.

ethnicity: Customer's ethnicity.

- Varchar(100)
- Stores ethnicity.

nationality: Customer's nationality.

- Varchar(100)
- Stores nationality.

citizenship1: Customer's first citizenship.

- Varchar(100)
- Stores first citizenship.

citizenship2: Customer's second citizenship (if applicable).

- Varchar(100)
- Stores second citizenship.

native_language: Customer's native language.

- Varchar(50)
- Stores native language.

religion: Customer's religion.

- Varchar(100)
- Stores religion.

marital_status: Customer's marital status.

- Text
- Stores marital status.

dependents_count: Number of dependents the customer has.

- Int4
- Stores the number of dependents.

household_income: Customer's total household income.

- Numeric(15, 2)
- Stores income with precision.

education_level: Customer's highest level of education.

- Text
- Stores education level.

employment_status: Customer's current employment status.

- Text
- Stores employment status.

occupation: Customer's job title or occupation.

- Varchar(100)
- Stores occupation.

industry: Industry the customer works in.

- Varchar(100)
- Stores industry.

company_name: Name of the customer's employer.

- Varchar(255)
- Stores employer's name.

years_with_employer: Number of years the customer has been with their employer.

- Int4
- Stores years with employer.

job_role: Customer's specific role within the company.

- Varchar(100)
- Stores job role.

annual_income: Customer's annual income.

- Numeric(15, 2)
- Stores annual income with precision.

primary_bank_relation: Customer's primary banking relationship.

- Text
- Stores banking relationship details.

credit_score: Customer's credit score.

- Numeric(5, 2)
- Stores credit score with precision.

home_ownership: Customer's home ownership status.

- Text
- Stores home ownership status.

residence_duration: Duration of customer's residence at their current address.

- Int4
- Stores residence duration.

vehicle_ownership: Indicates if the customer owns a vehicle.

- Bool
- Stores boolean value.

financial_dependents: Number of people financially dependent on the customer.

- Int4
- Stores number of financial dependents.

preferred_currency: Customer's preferred currency.

- Varchar(10)
- Stores preferred currency.

preferred_branch: Customer's preferred branch location.

- Varchar(100)
- Stores preferred branch.

preferred_contact_method: Customer's preferred method of contact.

- Text
- Stores preferred contact method.

social_media_presence: Customer's social media profiles.

- Jsonb
- Stores social media data in JSON format.

risk_score: Calculated risk score for the customer.

- Numeric(5, 2)
- Stores risk score with precision.

created_at: Timestamp indicating when the customer record was created.

- Timestamp
- Stores creation timestamp.

updated_at: Timestamp indicating when the customer record was last updated.

- Timestamp
- Stores update timestamp.