

## Mô tả dataset

Công ty Dev là một công ty đa quốc gia chuyên sản xuất và kinh doanh đồ thể thao. Công ty có văn phòng tại Hoa Kỳ và một số quốc gia khác. Công ty đã ghi nhận hoạt động kinh doanh và chuẩn bị kế hoạch kinh doanh trên các file dữ liệu. Theo đó:

- File Dev\_Actuals: ghi nhận dữ liệu từ hoạt động kinh doanh hàng ngày của các chi nhánh.
- File Dev\_Budget: doanh thu theo kế hoạch của công ty.

## Dev\_Actuals: gồm 6 bảng.

Cấu trúc bảng Date:

Date	MonthNo	MonthName	MonthID	Month	Quarter	Year
2011-01-01	1	Jan	201101	Jan-11	Q1	2011
2011-01-02	1	Jan	201101	Jan-11	Q1	2011
2011-01-03	1	Jan	201101	Jan-11	Q1	2011
2011-01-04	1	Jan	201101	Jan-11	Q1	2011
2011-01-05	1	Jan	201101	Jan-11	Q1	2011
2011-01-06	1	Jan	201101	Jan-11	Q1	2011
2011-01-07	1	Jan	201101	Jan-11	Q1	2011
2011-01-08	1	Jan	201101	Jan-11	Q1	2011
2011-01-09	1	Jan	201101	Jan-11	Q1	2011
2011-01-10	1	Jan	201101	Jan-11	Q1	2011
2011-01-11	1	Jan	201101	Jan-11	Q1	2011
2011-01-12	1	Jan	201101	Jan-11	Q1	2011

Cấu trúc bảng Campaign:

CampaignID	TrafficChannel	Device
1	Organic Search	Desktop
2	Organic Search	Mobile
3	Organic Search	Tablet
4	SEO	Desktop
5	SEO	Mobile
6	SEO	Tablet
7	Banner	Desktop
8	Banner	Mobile
9	Banner	Tablet
10	Affiliate	Desktop

Cấu trúc bảng Customer:

Customer	ZipCode	Email Name
000001	90250	(Meghan.Alexander@xyza.com): Alexander, Meghan
000002	90250	(Leah.Kemp@xyza.com): Kemp, Leah
000003	90250	(Tamekah.Stevens@xyza.com): Stevens, Tamekah
000004	90250	(Dexter.Haney@xyza.com): Haney, Dexter
000005	90250	(Jonah.Moon@xyza.com): Moon, Jonah
000006	90250	(Brock.Burnett@xyza.com): Burnett, Brock
000007	90250	(Lamar.Daugherty@xyza.com): Daugherty, Lamar
000008	90250	(Dorian.Turner@xyza.com): Turner, Dorian
000009	90250	(Olympia.Rodriguez@xyza.com): Rodriguez, Olympia
000010	90250	(Colby.Snow@xyza.com): Snow, Colby
000011	90250	(Elizabeth.Acosta@xyza.com): Acosta, Elizabeth
000012	90250	(Chase.Garrett@xyza.com): Garrett, Chase
000013	90250	(Merrill.Everett@xyza.com): Everett, Merrill
000014	90250	(Yeo.Stark@xyza.com): Stark, Yeo
000015	90250	(Colleen.Hobbs@xyza.com): Hobbs, Colleen
000016	90250	(Dalton.Rosario@xyza.com): Rosario, Dalton
000017	90250	(Cyrus.Rosario@xyza.com): Rosario, Cyrus
000018	90250	(Stephanie.Estes@xyza.com): Estes, Stephanie
000019	90250	(Keane.Kinney@xyza.com): Kinney, Keane
000020	90250	(Cecilia.Walker@xyza.com): Walker, Cecilia

Cấu trúc bảng Product:

ProductID	Product	Category	Segment	ManufacturerID	Manufacturer	Unit Cost	Unit Price
392	Maximus RP-01	Rural	Productivity	7	VanArsdel	37.2710625	51.05625
393	Maximus RP-02	Rural	Productivity	7	VanArsdel	37.2710625	51.05625
394	Maximus RS-01	Rural	Select	7	VanArsdel	119.761793	164.05725
396	Maximus UM-01	Accessory	Accessory	7	VanArsdel	66.2830875	90.79875
397	Maximus UM-02	Accessory	Accessory	7	VanArsdel	109.222418	149.61975
398	Maximus UM-03	Accessory	Accessory	7	VanArsdel	114.971168	157.49475
400	Maximus UM-05	Accessory	Accessory	7	VanArsdel	61.6840875	84.49875
402	Maximus UM-07	Accessory	Accessory	7	VanArsdel	74.7299175	102.36975
403	Maximus UM-08	Accessory	Accessory	7	VanArsdel	83.1154275	113.85675
404	Maximus UM-09	Accessory	Accessory	7	VanArsdel	136.049918	186.36975
405	Maximus UM-10	Accessory	Accessory	7	VanArsdel	139.882418	191.61975
406	Maximus UM-11	Accessory	Accessory	7	VanArsdel	139.882418	191.61975
407	Maximus UM-12	Accessory	Accessory	7	VanArsdel	116.887418	160.11975
408	Maximus UM-13	Urban	Moderation	7	VanArsdel	99.6411675	136.49475
409	Maximus UM-14	Urban	Moderation	7	VanArsdel	70.556325	96.6525

Cấu trúc bảng Geo:

Zip	City	State	Region	District	Country
22654	Star Tannery, VA, USA	VA	East	District #0	USA
22655	Stephens City, VA, USA	VA	East	District #0	USA
22656	Stephenson, VA, USA	VA	East	District #0	USA
22657	Strasburg, VA, USA	VA	East	District #0	USA
22660	Toms Brook, VA, USA	VA	East	District #0	USA
22663	White Post, VA, USA	VA	East	District #0	USA
22664	Woodstock, VA, USA	VA	East	District #0	USA
22701	Culpeper, VA, USA	VA	East	District #0	USA
22709	Aroda, VA, USA	VA	East	District #0	USA
22711	Banco, VA, USA	VA	East	District #0	USA
22712	Bealeton, VA, USA	VA	East	District #0	USA
22713	Boston, VA, USA	VA	East	District #0	USA
22714	Brandy Station, VA, USA	VA	East	District #0	USA
22715	Brightwood, VA, USA	VA	East	District #0	USA
22716	Castleton, VA, USA	VA	East	District #0	USA

Cấu trúc bảng Sales:

ProductID	Date	CustomerID	CampaignID	Units
676	2011-09-25	070283	22	1
449	2011-09-25	195385	22	1
615	2012-05-14	212645	22	1
615	2012-05-14	070666	22	1
615	2012-05-14	114459	22	1
615	2012-05-14	221670	22	1
633	2012-05-14	026974	22	1
443	2012-06-03	268392	22	1

## Dev\_Budget: gồm 1 bảng.

		Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Budget	Budget	Budget	Budget
		2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016
Category	Segment	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct	Sep
Accessory	Accessory	44190.58	50598.82	54740.57	64442.91	98285.91	61545.41	91299.65	120579.7	103436.9	93558.9	58793.2	51771.46	44650.9	47651.31	57562.25	61940.27
Mix	All Season	11442.14	14120.79	18109.65	26737.37	37439.94	45563.54	29301.61	21924.3	31585.12	29356.79	13223.38	11388.24	11206.22	14536.1	17736.25	26081.98
Mix	Product	19538.9	17597.56	22835.18	25557.34	34963.4	17727.73	73468.33	84037.9	87986.91	61263.52	22939.77	18791.91	19538.9	15921.6	21795.02	26356
Rural	Select	311.7088	172.2601	662.7913	314.9899	311.7088	334.6768	167.3384	506.9369	167.3384	497.0935	155.8544	337.9579	324.8334	172.2601	623.4176	324.8334
Urban	Convenient	120710.4	129923.3	169468.8	219703.7	333460.9	345231	262212	276318	351049.4	343660.2	148965.7	121859.4	125587.6	127350.5	161079.2	221968.7
Urban	Extreme	20868.84	46971.33	70793.03	11957.88	10668.92	14286.02	5340.803	7842.957	12343.01	17582.2	14749.06	18247.11	20868.84	47574.88	73028.6	12323.93
Urban	Moderation	251155.7	322984.2	362385.6	529188.1	675144.7	642300.7	651766.3	644168.9	714907.2	713163	346228.3	292661.7	243695.6	322984.2	351292.2	503746.4
Urban	Regular	689.7969	427.4372	2989.284	701.4844	731.3103	1381.096	151.1704	682.8998	1028.909	395.114	451.6778	405.2595	676.1376	427.4372	3060.91	701.4844
Youth	Youth	3931.031	2891.005	5397.749	6437.888	10355.73	11738.09	12144.37	8061.735	9978.606	9130.58	4669.624	2757.295	3796.896	3066.218	5503.587	6836.107