

Sales forecasting and demand prediction

Database Design

Introduction

This database was designed to store and manage sales, products, customers, and related transactions for the Sales Forecasting and Demand Prediction system.

It helps organize the data efficiently to enable analysis and model training for forecasting future sales.

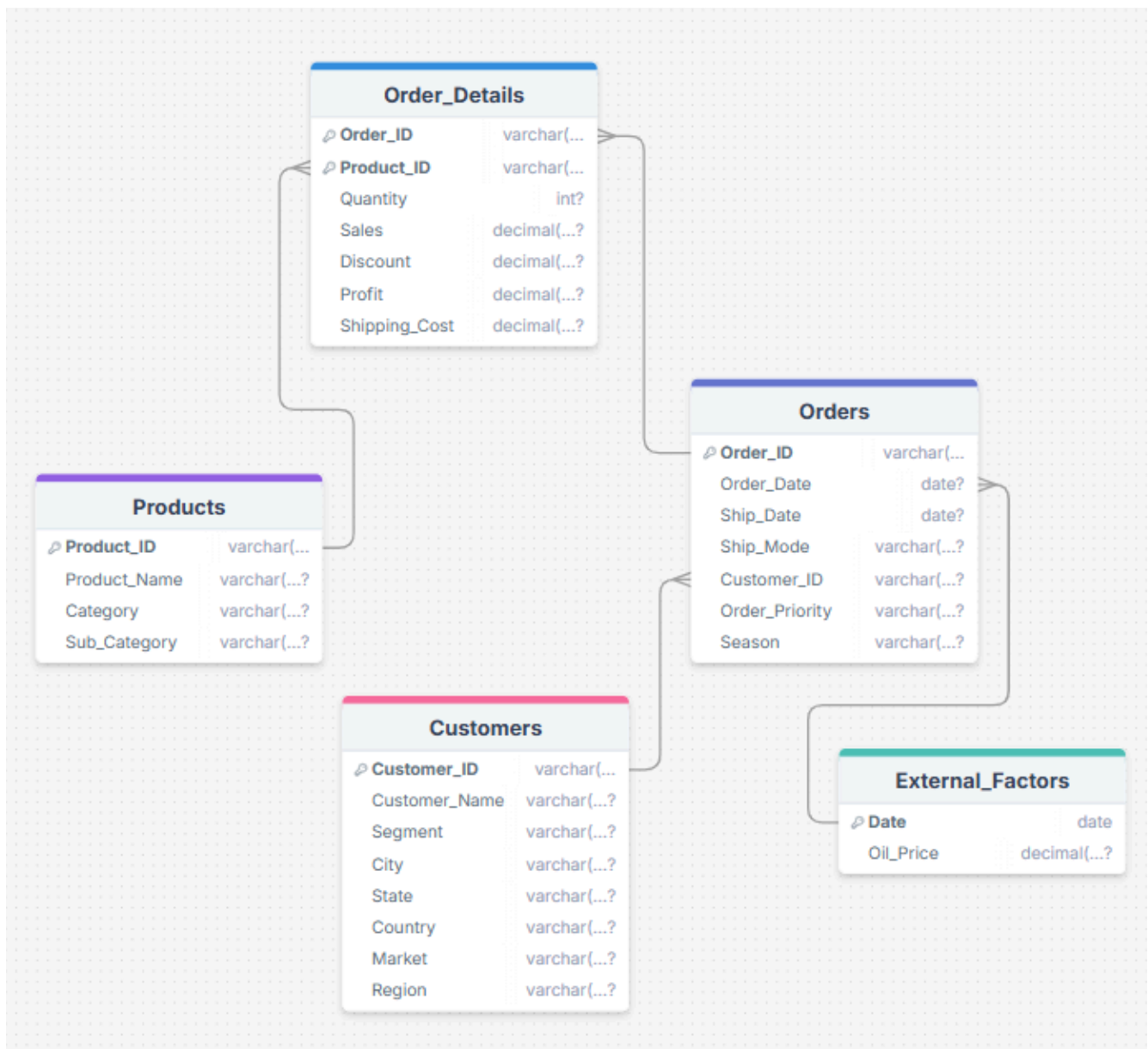


Table Name	Description
Customers	Stores customer information including name, location (city, state, country), and market segment.
Products	Contains product details such as category, sub-category, and product name.
Orders	Records general information about each order, including order date, ship date, ship mode, and order priority.
Order_Details	Connects each order with its products and includes details such as sales, quantity, discount, profit, and shipping cost.
External_Factors	Includes external data such as oil price, which can be used as an influencing factor in sales forecasting models.

Relationships Explanation

- **Customers → Orders:** One customer can make multiple orders.
- **Orders → Order_Details:** Each order contains multiple products.
- **Products → Order_Details:** A product can appear in many orders.
- **External_Factors → Orders:** External factors (like oil price) can influence sales on specific dates.