**Sales History Schema is used for:**

storing and organizing sales-related data, including information about customers, products, promotions, regions, and time periods, to support reporting and business analysis.

**With that data, we can:**

analyze sales trends, track performance, understand customer behavior, evaluate promotions, and make informed decisions to improve business strategies and profitability.

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| Table/View Name | Used for | Additional Notes |
| COUNTRIES | Stores details of countries, such as country names and regions. | Acts as a dimension table for geographic analysis. |
| CUSTOMERS | Contains customer information, personal data. | Dimension table for customer segmentation and profiling. |
| CHANELS | Defines sales channels | Dimension table to analyze performance across channels. |
| TIMES | Stores date and time-related data | Allows time-based analysis |
| PRODUCTS | Contains product details such as pricing and categories. | table for product-based analysis. |
| COSTS | Storing product-related costs | Used for profitability analysis, comparing sales revenue with product costs |
| SALES | Contains sales transaction data | Central fact table capturing transactional metrics |
| PROFITS | A derived view combining sales and cost data to calculate profit margins. | Used for profitability analysis. |