**Sales History Schema is used for:**

The sales history schema is used to store and organize data related to sales transactions. It captures details about products, customers, sales channels, promotional activities, and time periods to facilitate analysis of business performance.

**With that data, we can:**

With the data in the Sales History Schema, we can analyze sales trends, track customer behavior, evaluate the effectiveness of promotions, and measure profitability. It also helps in making informed decisions about inventory management, marketing strategies, and customer engagement.

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| Table/View Name | Used for | Additional Notes |
| COUNTRIES | information about the countries where sales are made | Helps link sales data to specific geographic regions |
| CUSTOMERS | customer details | This table connects sales data to individual customers and allows for customer-based analysis |
| CHANELS | Describing different sales channels | Important for segmenting sales based on the medium through which they were made |
| TIMES | Time-related data | Allows time-based analysis |
| PRODUCTS | Storing information about products | Essential for analyzing sales by product |
| PROMOTIONS | data related to promotions or discounts offered on products | Helps in evaluating the effectiveness of marketing and promotional campaigns |
| COSTS | Storing product-related costs | Used for profitability analysis, comparing sales revenue with product costs |
| SALES | Storing actual sales transactions | This is the fact table of the schema that records transactional data |
| PROFITS | Calculating and storing profits | Important for financial analysis and measuring overall profitability |