Table name: products

Description: Stores product information

Column name   Description

1. product_code (ID of the purchased item)

2. product_name (Name of the product)

3. category (Product category (e.g., Smartphone, TV))

4. launch_date (Launch date of the product)

5. price (Price of the product)

6. manufacturer (Manufacturer of the product)

7. warranty_period (Warranty period of the product)

8. stock_quantity (Quantity of product in stock)

9. rating (Customer rating of the product)

10. dimensions (Dimensions of the product)

11. weight (Weight of the product)

12. color (Color of the product)

13. material (Material of the product)

14. power_usage (Power usage of the product)

15. model_number (Model number of the product)

Table name: sales

Description: Stores sales information

Column name   Description

1. sale_id (Unique identifier for each sale)

2. buyer_id (ID of the customer who made the purchase)

3. transaction_product_id (ID of the purchased item)

4. sale_date (Date of the sale)

5. quantity (Quantity of products sold)

6. total_amount (Total amount for the sale)

7. sales_channel (Channel through which the sale was made (e.g., Online, In-store))

8. payment_method (Payment method used for the sale)

9. discount (Discount applied to the sale)

10. sales_rep (Sales representative handling the sale)

11. delivery_date (Delivery date of the sold product)

12. delivery_status (Delivery status of the sold product)

13. invoice_number (Invoice number for the sale)

14. shipping_cost (Shipping cost for the sale)

15. tax_amount (Tax amount applied to the sale)

Table name: support_tickets

Description: Stores customer support ticket information

Column name   Description

1. ticket_id (Unique identifier for each support ticket)

2. client_ticket_id (ID of the customer who made the purchase)

3. product_issue_id (ID of the purchased item)

4. issue_date (Date the issue was reported)

5. issue_type (Type of issue (e.g., Hardware, Software))

6. resolution_date (Date the issue was resolved)

7. status (Status of the ticket (e.g., Open, Closed))

8. support_agent (Support agent handling the ticket)

9. priority (Priority level of the ticket)

10. response_time (Time taken to respond to the ticket)

11. issue_description (Description of the issue)

12. resolution_details (Details of the resolution)

13. feedback_score (Feedback score given by the customer)

14. follow_up_date (Date for a follow-up on the ticket)

15. category (Category of the issue)

Table name: marketing_campaigns

Description: Stores marketing campaign information

Column name   Description

1. campaign_id (Unique identifier for each campaign)

2. campaign_name (Name of the campaign)

3. start_date (Start date of the campaign)

4. end_date (End date of the campaign)

5. budget (Budget allocated for the campaign)

6. target_audience (Target audience for the campaign)

7. advertised_product_id (ID of the purchased item)

8. channels (Marketing channels used in the campaign (e.g., TV, Social Media))

9. goal (Primary goal of the campaign (e.g., Brand Awareness, Lead Generation))

10. region (Geographical region targeted by the campaign)

11. creative_idea (Creative idea or theme of the campaign)

12. ad_spend (Amount spent on advertising during the campaign)

13. leads_generated (Number of leads generated through the campaign)

14. conversions (Number of conversions achieved through the campaign)

15. roi (Return on investment for the campaign)

Table name: employees

Description: Stores employee information

Column name   Description

1. employee_id (Unique identifier for each employee)

2. first_name (First name of the employee)

3. last_name (Last name of the employee)

4. email (Email address of the employee)

5. staff_contact (contact number for audio communination)

6. hire_date (Date the employee was hired)

7. job_title (Job title of the employee)

8. department (Department where the employee works)

9. manager_id (ID of the employee's manager)

10. salary (Annual salary of the employee)

11. bonus (Annual bonus of the employee)

12. commission_pct (Commission percentage of the employee)

13. staff_residence (Physical location of agent)

14. city (City of the employee)

15. state (State of the employee)

Table name: departments

Description: Stores department information

Column name   Description

1. department_id (Unique identifier for each department)

2. department_name (Name of the department)

3. manager_id (ID of the department manager)

4. location (Location of the department)

5. budget (Annual budget of the department)

6. department_telephone (contact number for audio communination)

7. email (Contact email for the department)

8. number_of_employees (Number of employees in the department)

9. established_date (Date the department was established)

10. department_goal (Primary goal of the department)

11. performance_rating (Performance rating of the department)

12. primary_function (Primary function of the department)

13. subsidiary (Subsidiary under which the department operates)

14. main_product (Main product the department deals with)

15. strategy (Strategic goals of the department)

Table name: inventory

Description: Stores inventory information

Column name   Description

1. inventory_id (Unique identifier for each inventory record)

2. inventory_item_id (ID of the purchased item)

3. warehouse_location (Location of the warehouse)

4. stock_quantity (Quantity of product in stock)

5. reorder_level (Stock level at which reorder is needed)

6. reorder_quantity (Quantity to reorder when stock is low)

7. supplier_id (ID of the product supplier)

8. batch_number (Batch number of the product)

9. expiry_date (Expiry date of the product batch)

10. manufacture_date (Manufacture date of the product batch)

11. storage_conditions (Storage conditions for the product)

12. last_restock_date (Date when the product was last restocked)

13. lead_time (Lead time for product replenishment)

14. cost_per_unit (Cost per unit of the product)

15. total_value (Total value of the inventory)

Table name: suppliers

Description: Stores supplier information

Column name   Description

1. supplier_id (Unique identifier for each supplier)

2. supplier_name (Name of the supplier)

3. contact_name (Contact person's name at the supplier)

4. contact_email (Contact person's email at the supplier)

5. contact_phone (Contact person's phone number at the supplier)

6. supplier_office_address (Physical location of agent)

7. city (City where the supplier is located)

8. state (State where the supplier is located)

9. zip_code (ZIP code of the supplier's location)

10. country (Country where the supplier is located)

11. products_supplied (Products supplied by the supplier)

12. rating (Rating of the supplier)

13. payment_terms (Payment terms agreed with the supplier)

14. delivery_schedule (Delivery schedule agreed with the supplier)

15. last_order_date (Date when the last order was placed with the supplier)

Table name: orders

Description: Stores order information

Column name   Description

1. order_id (Unique identifier for each order)

2. purchaser_order_id (ID of the customer who made the purchase)

3. order_date (Date when the order was placed)

4. order_status (Current status of the order (e.g., Processing, Shipped, Delivered))

5. shipping_date (Date when the order was shipped)

6. delivery_date (Date when the order was delivered)

7. shipping_method (Shipping method used for the order)

8. tracking_number (Tracking number for the shipment)

9. billing_address (Billing address for the order)

10. shipping_address (Shipping address for the order)

11. payment_method (Payment method used for the order)

12. total_amount (Total amount for the order)

13. tax_amount (Tax amount for the order)

14. discount_amount (Discount amount applied to the order)

15. currency (Currency in which the order was placed)

Table name: customers

Description: Stores customer information

Column name   Description

1. client_id (ID of the customer who made the purchase)

2. first_name (First name of the customer)

3. last_name (Last name of the customer)

4. email (Email address of the customer)

5. customer_contact_number (contact number for audio communination)

6. registration_date (Date the customer registered)

7. country (Country of the customer)

8. customer_home_address (Physical location of agent)

9. city (City of the customer)

10. state (State of the customer)

11. zip_code (ZIP code of the customer)

12. date_of_birth (Date of birth of the customer)

13. gender (Gender of the customer)

14. loyalty_status (Loyalty status of the customer (e.g., Gold, Silver))

15. last_purchase_date (Date of the last purchase made by the customer)