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| --- | --- | --- |
| Sales History schema is used for storing and organizing transaction data related to sales  With that data we can perform comprehensive analysis to understand various trends | | |
| Table / View name | **Used for** | **Additional** **Notes** |
| COUNTRIES | Geographical data | Dimension tables |
| CUSTOMERS | Facilitates customer-centric analysis like customer segmentation, purchasing behavior, and demographic profiling. | Dimension tables |
| CHANNELS | Supports analysis based on sales channel effectiveness and performance. | Dimension tables |
| TIMES | Enables time-based analysis of sales trends, seasonal patterns, and performance over specific periods. | Dimension tables |
| PRODUCTS | Provides details on products to analyze sales performance by product categories, names, etc. | Dimension tables |
| PROMOTIONS | Facilitates analysis of promotional impact on sales and customer behavior. | Dimension tables |
| COSTS | Cost of goods sold | Fact tables |
| SALES | Records specific sales events with detailed information about what was sold, to whom, when, through which channel and promotion. | Fact tables |
| PROFITS | Calculates profit from sales and costs. | Fact tables |
| Supplementary Demographics | Includes demographical datas such as household size, occupation, education | Dimension tables |

Dimension tables - These tables usually store attributes and categories for filtering and grouping FACT data.  
Fact tables - These tables typically contain quantitative data for analysis.

Relationships:  
  
Costs – times = man-to-one

Costs-products = man-to-one

Costs-promotions = man-to-one

Costs-channels = man-to-one

Sales-times = man-to-one

Sales-products = man-to-one

Sales-promotions = man-to-one

Sales-channels = man-to-one

Sales-customer = man-to-one

Customer-countries = man-to-one