Accreditation

Stores information about businesses that have been accredited by the BBB. This could help identify patterns or features associated with accredited businesses, which may influence their credibility and reliability scores.

Billing Address

Contains billing address information for businesses. It could be used for verifying the physical location of businesses and potentially identifying duplicate entries based on address similarities.

tblratings_firm_complaints

Holds data on complaints received for each firm. Analyzing complaint frequencies and types could contribute to a business's overall rating and reliability assessment.

tblfeedback

Stores feedback from clients or customers about businesses. Sentiment analysis on feedback text could provide insights into business performance and customer satisfaction levels.

Insights into Recent Transactions and Service Updates

tblabdir_purchase

 tblbilling_invoice

tblbilling_invoice_item

May Track Changes or Updates Made to Business Listings or Ratings

tblaudit_log

tblratings_current_log,

tblr2014_current_update

Logs of audits, current ratings, and updates made in 2014. Analyzing logs can reveal patterns in how often a business updates its information or responds to rating changes, indicating active management and potentially affecting trust scores.

Financial Transactions and Payment Methods

tblabdir_purchase

tblauthnet_formpayment,

tblbill_invoice_tax,

tblbilling_authnettransaction

 tblbrainstorm_bank

 tblcharity_eval_transaction,

tblfirms_firm_acceptedpaymentmethod

tblinvestigate

These tables contain detailed records of financial transactions, payment methods accepted by firms, specific tax invoices, and transactions related to charity evaluations. Analyzing financial transactions can help assess a business's financial stability and the diversity of accepted payment methods, which might reflect on the business's accessibility and customer service quality.