| **Table / View Name** | **Used for** | **Additional Notes** |
| --- | --- | --- |
| **COUNTRIES** | Stores geographical info like country, region, and city | Helps analyze regional performance and trends |
| **CUSTOMERS** | Stores personal data about customers (name, gender, home address) | Provides insights into customer demographics and segmentation |
| **CHANNELS** | Shows sales channels | Analyzes which sales channels are most effective |
| **TIMES** | Shows day details, like day of the week | Helps analyze sales patterns by day, week, or month |
| **PRODUCTS** | Shows product and price | Helps analyze sales performance and profitability by product |
| **PROMOTIONS** | Stores data about promotions, including their channels | Measures promotion effectiveness and identifies the most effective promotional channels |
| **COSTS** | Tracks transactional data like sales and promotions | Provides cost analysis for sales and promotional activities |
| **SALES** | Focuses on details about sales channels | Tracks sales across different channels |
| **SUPPLEMENTARY\_DEMOGRAPHICS** | Additional details about customers, offering deeper insights | Allows for better customer targeting and more engaging promotions |
| **PROFITS** (View) | Shows product, channel, and promotion combinations that led to a sale | Provides profit details for analyzing the effectiveness of promotions, products, and channels |