|  |  |  |
| --- | --- | --- |
| **Table/View Name** | **Used For** | **Additional Notes** |
| COUNTRIES | Stores information about countries and regions. | Used for geographical sales analysis; contains country identifiers and descriptive attributes (e.g., country name, region). Linked to customers/ |
| CUSTOMERS | Stores customer demographic data. | Includes customer-level details like customer ID, gender, income level, and credit limit. Linked to sales |
| PRODUCTS | Stores product information. | Includes product details such as product ID, product name, category, and list price. Used to analyze sales by product type. |
| CHANNELS | Stores data about sales channels (e.g., online, in-store). | Helps classify and analyze sales by channel. Includes attributes like channel ID and channel description. |
| PROMOTIONS | Stores promotional campaign details. | Includes promotion ID, name, cost, and response targets. Used to analyze the effectiveness of marketing campaigns. |
| TIMES | Stores time-related data for transactions. | Used to analyze sales trends by specific time periods (e.g., days, months, quarters). Contains attributes like date, week number, month, and year. |
| SALES | Tracks detailed sales transactions. | Core table for sales analysis; includes foreign keys linking to CUSTOMERS, PRODUCTS, CHANNELS, PROMOTIONS and TIMES. Contains measures like quantity sold, amount. |
| COSTS | Tracks costs associated with products. | Contains cost measures like unit cost and unit price . Linked to the PRODUCTS, CHANNELS, PROMOTIONS and TIMES table for product-level cost analysis. |
| PROFITS | Analyzing profits for sales transactions or aggregated sales data. | The view calculates and presents profit-related information for each product sold, across different sales channels and time periods. Specifically, it allows the calculation of total costs (total\_cost = unit\_cost \* quantity\_sold) for products based on sales data. I |
| SUPPLEMENTARY  \_DEMOGRAPHICS | Provides demographic data about customers to enrich sales analytics. | Includes education, occupation, household size, years of residence, and purchasing preferences for specific products. |