Create a basic ERD of the main tables/tables you will be using from your database -
including lookup tables which you would access using the foreign key and a JOIN

customer_purchases_from_shopify

PK	shopify_id	int
Key	email	text
Key	total_orders	int

gender_id

PK	id	int
Key	name	varchar
Key	Field	Type

Join on gender_id

customers

PK	id	int
Key	email	varchar(100)
Key	accepts_newsletter	boolean
FK	gender_id	int

customer_addresses

PK	id	int
FK	customer_id	int
Key	postal_code	varchar(10)

Join on customer_id

Match on email

brand_classes

PK	id	int
Key	name	Varchar
Key	Field	Type

Join on customer_id

Join on customer_id

Join on brand_classes_id

buys

PK	id	int
FK	customer_id	int
Key	retail_price	int
Key	cash_sum	int
Key	points_sum	int
Key	points_return	boolean
Key	is_prefer_cash	boolean

Join on buy_id

items

PK	id	int
Key	offer_value	int
Key	offer_return_cash	boolean
FK	buy_id	int
FK	customer_id	int
FK	brand_class_id	int