**General Principles**

* **Naming Conventions**: Use snake\_case, with lowercase letters and underscores (\_) to separate words.
* **Language**: Use English for all names.
* **Avoid Reserved Words**: Do not use SQL reserved words as object names.

**Table Naming Conventions**

**Bronze Rules**

* All names must start with the source system name, and table names must match their original names without renaming.
* <sourcesystem>\_<entity>
  + <sourcesystem>: Name of the source system (e.g., crm, erp).
  + <entity>: Exact table name from the source system.
  + Example: crm\_customer\_info → Customer information from the CRM system.

**Bronze Rules**

* All names must start with the source system name, and table names must match their original names without renaming.
* <sourcesystem>\_<entity>
  + <sourcesystem>: Name of the source system (e.g., crm, erp).
  + <entity>: Exact table name from the source system.
  + Example: crm\_customer\_info → Customer information from the CRM system.

**Silver Rules**

* All names must start with the source system name, and table names must match their original names without renaming.
* <sourcesystem>\_<entity>
  + <sourcesystem>: Name of the source system (e.g., crm, erp).
  + <entity>: Exact table name from the source system.
  + Example: crm\_customer\_info → Customer information from the CRM system.

**Gold Rules**

* All names must use meaningful, business-aligned names for tables, starting with the category prefix.
* <category>\_<entity>
  + <category>: Describes the role of the table, such as dim (dimension) or fact (fact table).
  + <entity>: Descriptive name of the table, aligned with the business domain (e.g., customers, products, sales).
  + Examples:
    - dim\_customers → Dimension table for customer data.
    - fact\_sales → Fact table containing sales transactions.

**Glossary of Category Patterns**

| **Pattern** | **Meaning** | **Example(s)** |
| --- | --- | --- |
| dim\_ | Dimension table | dim\_customer, dim\_product |
| fact\_ | Fact table | fact\_sales |
| agg\_ | Aggregated table | agg\_customers, agg\_sales\_monthly |