**CUSTOMER DEMOGRAPHICS & SALES** **ANALYSIS**

**DOMAIN DOCUMENT**

This dataset originates from the AdventureWorks Data Warehouse. It contains detailed information about customers, their demographic attributes, products purchased, sales territories, and transactional internet sales records. Each record connects a customer to one or more sales transactions, enabling analysis across revenue, customer segmentation, and geographic distribution.  
  
The dataset provides a comprehensive foundation for building a Power BI dashboard that highlights customer behavior, revenue performance, and profiling insights. By combining demographic data from DimCustomer, geographic details from DimGeography, product information from DimProduct, and sales metrics from FactInternetSales, the dashboard supports data-driven decisions in marketing, sales, and customer management.

# Key Data Fields & Definitions

## DimCustomer

CustomerKey – Unique identifier for each customer (Primary Key).

GeographyKey – Foreign key linking to customer’s location in DimGeography.

FirstName / LastName – Customer’s personal name attributes.

BirthDate – Customer’s date of birth (used to calculate age).

Gender – Gender of the customer (M/F).

TotalChildren – Number of children in the household.

CustomerAge – Calculated age of the customer.

Age Category – Derived grouping of customers by age range (21–30, 31–40, etc.).

CustomerType – Classification of customer type (Loyal, VIP, Periodic).

CustomerOrders – Total orders placed by the customer.

CustOrderQty – Total order quantities purchased.

CustomerTypeUsingCols – Derived classification logic for segmentation.

CustomerFullName – Concatenated first and last name.

## DimGeography

GeographyKey – Unique identifier for geography (Primary Key).

City – City of the customer.

Country – Country of the customer (used for segmentation and commentary).

## DimProduct

ProductKey – Unique identifier for product (Primary Key).

ProductName – Name of the product.

Color – Product color attribute.

Price – Selling price of the product.

Cost – Manufacturing or procurement cost of the product.

## DimSalesTerritory

SalesTerritoryKey – Unique identifier for sales territory (Primary Key).

SalesTerritoryAlternateKey – Alternate reference key for sales territory.

SalesTerritoryRegion – Regional classification of sales territory.

SalesTerritoryCountry – Country associated with sales territory.

SalesTerritoryGroup – Grouping of territories (e.g., North America, APAC).

## FactInternetSales

ProductKey – Foreign key linking to DimProduct.

CustomerKey – Foreign key linking to DimCustomer.

SalesTerritoryKey – Foreign key linking to DimSalesTerritory.

OrderQuantity – Number of products ordered per transaction.

OrderDate – Date when the order was placed.

DueDate – Date when the order was due.

ShipDate – Date when the order was shipped.