|  |  |  |  |
| --- | --- | --- | --- |
| **Column Name** | **Description** | **Column Type** | **Categories** |
| Retailer | Retailer Name | String | Amazon, Foot Locker, Hohl's, Sports Direct, Walmart, West Gear |
| Retailer ID | Retailer ID | Integer | 1128299, 1185732, 1189833, 1197831 |
| Invoice Date | Date of the invoice | Date | Date from 1/1/2020 to 21/12/2021 |
| Region | Region | String | Midwest, Northeast, South, Southeast, West |
| State | State | String | Different 50 states |
| City | City | String | Different 52 cities |
| Product | Product Name | String | Men's Apparel, Men's Athletic Footwear, Men's Street Footwear, Women's Apparel, Women's Athletic Footwear, Women's Street Footwear |
| Price per Unit | Qty of price per unit | Currency | From 7$ to 110$ |
| Units Sold | Qty of units sold | Integer | From 0 to 1275 |
| Total Sales | Amount of total sales | Currency | From 0$ to 825,000$ |
| Operating Profit | Cost of operating | Currency | From 0$ to 390,000$ |
| Operating Margin | Margin of profit | Percentage | From 10% to 80% |
| Sales Method | Sales Method | String | Instore, Online, Outlet |

**Retailer table:**

* Retailer\_ID (primary key)
* Retailer\_Name

**Invoice table:**

* Invoice\_ID (primary key)
* Retailer\_ID (foreign key referencing Retailer table)
* Invoice\_Date
* Location\_ID (foreign key referencing Location table)
* Sales\_Method
* Product\_ID (foreign key referencing Product table)

**Location table:**

* Location\_ID (primary key)
* Region
* State
* City

**Product table:**

* Product\_ID (primary key)
* Product\_Name
* Price\_Per\_Unit
* Units\_Sold
* Total\_Sales
* Operating\_Profit
* Operating\_Margin
* Invoice\_ID (foreign key referencing Invoice table)