

campaigns		
campaign_pk 🔗	integer	

customers		
customer_pk 🔗	integer	
customer_id	varchar	
full_name	text	
email	text	
country	varchar	
language	varchar	
birth_date	date	
registration_date	timestamp	

dim_date		
date_pk 🔗	date	
year	integer	
quarter	integer	
month	integer	
month_name	text	
week_of_year	integer	
day_of_month	integer	
day_name	text	
is_weekend	boolean	

products		
product_id 🔗	varchar	
product_name	text	
category	text	
subcategory	text	
brand	text	

support_tickets		
ticket_pk 🔗	integer	
customer_pk 🔗	integer	

orders		
order_pk 🔗	integer	
order_id	varchar	
customer_pk 🔗	integer	
total_amount	numeric	
currency	varchar	
order_date	timestamp	
date_pk 🔗	date	

marketing_sends		
send_pk 🔗	integer	
customer_pk 🔗	integer	
sent_date	timestamp	
sent_date_pk 🔗	date	

reviews		
review_pk 🔗	integer	
customer_pk 🔗	integer	
product_id 🔗	varchar	
rating	numeric	

competitor_pricing		
pricing_pk 🔗	integer	
product_id 🔗	varchar	

inventory_adjustments		
inv_pk 🔗	integer	
product_id 🔗	varchar	

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