Step 3.1: Staging Tables

Ensure these staging tables are present, which are critical for loading customer and order data:

staging\_customers staging\_orders staging\_order\_details

Step 3.2: Creating Dimension Tables

The following dimension tables will provide context for customer transactions.

DimCustomer DimDate

Step 3.3: Creating the Fact Table FactCustomerSales

The fact table will track sales transactions by customer.

Step 3.4: Populating the Dimension and Fact Tables

Populating DimCustomer

Populating FactCustomerSales

This query aggregates sales data by customer, calculating the total amount spent, total quantity purchased, and number of transactions.

Step 3.5: Querying the Data Mart

1. Customer Sales Overview

This query provides an overview of customer spending and transaction volume.

2. Top Five Customers by Total Sales

This query identifies the top five customers by the total amount spent.

3. Customers by Region

This query aggregates the number of customers and total spending per region.

4. Customer Segmentation Analysis

This query segments customers based on their total expenditure.