

app_installs	
123 install_id	INTEGER
123 location_id	INTEGER
123 product_id	INTEGER
A-Z install_date	TEXT

locations	
123 location_id	INTEGER
A-Z name	TEXT
A-Z address	TEXT
A-Z city	TEXT
A-Z state	TEXT
A-Z postal_code	TEXT
A-Z country	TEXT

products	
123 product_id	INTEGER
A-Z name	TEXT
A-Z category	TEXT
123 price	REAL
A-Z revenue_type	TEXT

churn_events	
123 churn_id	INTEGER
123 customer_id	INTEGER
A-Z churn_date	TEXT
A-Z churn_reason	TEXT

payments	
123 payment_id	INTEGER
123 customer_id	INTEGER
123 payment_amount	REAL
A-Z payment_date	TEXT
A-Z payment_method	TEXT
123 success	INTEGER

order_items	
123 order_item_id	INTEGER
123 order_id	INTEGER
123 product_id	INTEGER
123 quantity	INTEGER
123 subtotal	REAL

subscriptions	
123 subscription_id	INTEGER
123 customer_id	INTEGER
A-Z plan_type	TEXT
123 subscription_price	REAL
A-Z start_date	TEXT
A-Z end_date	TEXT
A-Z status	TEXT
A-Z change_type	TEXT

customers	
123 customer_id	INTEGER
A-Z name	TEXT
A-Z email	TEXT
A-Z billing_address	TEXT
A-Z shipping_address	TEXT
A-Z signup_date	TEXT
A-Z customer_segment	TEXT
A-Z acquisition_source	TEXT
A-Z store_slug	TEXT
A-Z store_domain	TEXT

orders	
123 order_id	INTEGER
123 customer_id	INTEGER
A-Z order_date	TEXT
123 total_amount	REAL

order_discounts	
123 order_id	INTEGER
123 discount_id	INTEGER

support_tickets	
123 ticket_id	INTEGER
123 customer_id	INTEGER
A-Z ticket_category	TEXT
A-Z created_at	TEXT
A-Z resolved_at	TEXT

discounts	
123 discount_id	INTEGER
A-Z discount_code	TEXT
123 discount_percent	INTEGER
A-Z start_date	TEXT
A-Z end_date	TEXT

marketing_spend	
A-Z segment	TEXT
A-Z month	TEXT
123 monthly_budget	REAL

web_traffic	
123 traffic_id	INTEGER
A-Z traffic_date	TEXT
A-Z source_channel	TEXT
123 visitors	INTEGER
123 leads	INTEGER
123 mqls	INTEGER

benchmarks	
A-Z benchmark_id	TEXT
A-Z metric_category	TEXT
A-Z segment	TEXT
A-Z metric_name	TEXT
123 target_value	REAL
A-Z description	TEXT
A-Z target_period	TEXT