

Metadata - Case Study:

eCommerce Analysis in Tableau

Sales table	The sales table keeps information about every sale including the product, the customer, and the amount.
Transaction Date	Date of purchase
Customer ID	Customer identifier
Description	Product description
Stock Code	Product code
Invoice No	An invoice contains multiple products and represents a single checkout
Quantity	Quantity of a product purchased
Sales	Total amount of a product in a single checkout
Unit Price	Unit price of a product

Product table	The product table keeps description, landed and shipping cost, weight and product category.
Stock Code	Product code
Weight	Weight of a single unit
Landed Cost	Manufacturer cost + freight
Shipping_Cost_1000_r	Average cost of shipping 1000 miles to customers
Description	Most recent product description
Category	Product category

State mapping	The state_mapping table maps multiple variations of state code and descriptions to a standardized state code.
Order State	State code, description and all its variations
State	a standardized state code
Region	region name

Customer table	The customer table has customer identifier and their location information.
Customer ID	Customer unique identifier
Order City	City
Order Postal	Postal code
Order State	State
Latitude	Latitude of customer location
Longitude	Longitude of customer location