### Why customer ID and unique ID in one table?

Both the customer ID and the customer unique ID can be used to **store the same set of customer information**, such as name, email address, and phone number. The difference is in how the IDs are used and their purposes.

The **customer ID is used as the primary key** in the customer table to uniquely identify each customer and link their data with other tables in the database. It is usually assigned by the business when the customer signs up for their services and is unique within the context of the business's database.

The customer unique ID, on the other hand, is used to **identify customers across different systems or databases**. It is usually a combination of different attributes, such as name, birth date, and social security number, that is unique to the customer within a specific context.

In terms of the amount of information stored, both IDs can store the same set of customer information. The difference is in how the information is used and linked to other systems or databases.

In some cases, using just one identifier for a customer may be sufficient, depending on the specific use case and requirements. However, there are several benefits to using both a customer ID and a unique ID:

Data accuracy and consistency: By having both IDs, it becomes easier to ensure that customer data is accurate and consistent across different systems or databases. The customer ID can serve as the primary key for the table, while the unique ID can be used for data validation and error checking.

Integration with other systems: If a business uses multiple systems or databases to store customer data, each system may have a different way of identifying customers. By having a unique ID that is consistent across all systems, it becomes easier to link customer data and ensure data accuracy across different platforms.

Data privacy: In some cases, businesses may need to mask or encrypt certain customer data for privacy reasons, such as a customer's name or email address. In such cases, having a unique ID that is not subject to privacy concerns can help simplify data management.

Customer tracking: Using a unique ID can help track customer behavior across different channels or touchpoints, such as online and offline purchases or interactions. This can help businesses gain a more complete view of their customers' behaviors and preferences.