The Sales History Schema is utilized for deep analyses of sales, enabling insights into past sales performance, customer behavior, and marketing effectiveness. It will support business intelligence, forecasting, operational efficiency, and financial planning in order to improve overall decision-making and strategy.

With this data we can conduct several analysis. For example sales analysis, to calculate total cost on some time period. Cost analysis, time-based analysis and etc.

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| Table/View Name | Used for | Additional Notes |
| COUNTRIES | Stores country level information | It is dimensional table and includes information about country names and also regions.it used to analyze sales and customer behavior by their country |
| CUSTOMERS | Stores customer  information | It is dimensional table. contains almost all  Information about them. Used for customer segmentation in sales analysis. |
| CHANNELS | Describes sales channels | It is dimensional table. contains information about sales channel |
| TIMES | Contains time related data | It is dimensional table.  Stores attributes of the time, like days months years and etc.it used for analyzing sales over some time period |
| PRODUCTS | Describes products and their categories | It is dimensional table.  includes product details like name, description, category, and subcategory. Used to analyze sales by product. |
| PROMOTIONS | Describes promotional campaigns | It is dimensional table.  Contains information about promotions, cost, end date, category, subcategory. Used to analyze the effect of promotions on sales. |
| COSTS | Captures the cost associated with sales transactions | It is a fact table.  It has 4 foreign keys and stores cost data to analyze profitability with associating costs with sales records |
| SALES | Tracks sales transactions | table represents gross **sales**, as it tracks the total revenue and quantities sold without accounting for discounts, returns, or associated costs.  It Is a fact table,  It records the details of the products that were sold including quantity, amount, customer, time, channel, and promotion. Applied in evaluating total sales. |
| PROFITS | calculating the profits associated with each sale, | This view calculates gross profit per transaction.  By Combining two tables sales and costs and computing profit.it filters the data with where clause,it checks if some conditions are the same in both tables and based on that it calculates profit by multiplying unit cost with quantity\_sold. It also shows some other columns from both table like s.promo\_id,s.cust\_id and etc. |
| Supplementary\_demographics | table is used to store additional information about customers, such as their demographics (education, occupation, household size) and etc. | This table complements the main customer table by providing additional demographic details and product preference data for analysis and marketing purposes. The demographic fields allow for capturing customer lifestyle and behavior patterns, which can be expanded based on business needs. |