

Source Entity name	Description	General Notes
Customer Account	<p>This entity contains all the customers who bought a product or has subscribed for a plan with the Telecom company. This could also have guests who just purchased a phone and still not enrolled for a phone plan</p> <p>A customer can be deactivated at some point but still remain in the customer table even if they mark purchases.</p>	A customer ID is a unique key that is assigned at time of account creation. A customer can only ever have 1 account. Email address is always unique to a customer ID. The phone number listed on the account table is meant to be unique but has been found to be shared across various accounts
Customer Line	This entity contains all the phone lines associated with a Customer who is enrolled for a certain plan with the telecom company. Each Line corresponds to a phone number.	
Customer Addresses	This entity contains all the addresses associated to a customer. Examples could be Billing, shipping etc.	
Orders (Streaming)	This is the streaming payload for Orders placed online by a guest or a customer for a plan or a product or both.	
Order	This entity contains all the historical order data of customers. This is maintained in the Customer Data Warehouse. This data could be used to seed the orders data on the platform or could be sent via stream. The decision would be taken while finalizing the data pipeline architecture	Every order is recorded using an email address which must always be supplied at time of checkout or in the store purchases. Customer ID is optionally populated and typically only filled in if the customer is logged into their account at time of purchase or provides the information at time of store checkout.
Ecommerce Checkout		
Product Page View		
Billing Statement	This entity contains the Billing statement generated for a customer on monthky basis. This is a summary of the bill for all the customer phone lines.	
Billing Detail	This entity contains the line level details of each Billing statement generated for a customer on monthky basis.	
Product	This entity contains all the Products sold by the Telecom company. Example, phones and accessories	
Product Type	The Type of Product sold by the Telecom company	
Order Product	This is a bridge table which holds the association of all the Customer and the Product they ever had.	
Plan	This entity contains the Service plans offered by the telecom Provider to it's customers.	
Store	This entity contains all the stores where the Telecom company sells their products at.	