Product Protfolio Management

d_members

member_id(pk)
customer_id(FK)
member_login_date(FK)
amount

d_login

Id (pk)
customer_id
customer_name
login_date

d_plan

id
plan
plan_code

d_transaction

Id(pk)
customer_id(fk)
account_number
event
transactionid
gateway
paymenttype
gatewaytransaction
Date_id(fk)
Flag

d_subscription

sub_id(Pk)
mem_id
cid
start_date_id
end_date_id
stages
plan_id
last_date_id
flag_sub
license_type
upgrades_id
segment_id
orders
rfm_id
recency
orderid
coupon_id
income

d_segment

id
segment

d_rfm

Rfm_id
R_quartile
F_quartile
m_quartile
rfm

d_upgrades

id
upgrades

d_coupon

id
customer_id
coupon_code
status
expiration
coupon_application_status
cupons_used_date

Time_dim

day_key
day_date
week_key
week_name
fiscal_month_key
fiscal_month_num
fiscal_month_name
quarter_key
quarter_name
fiscal_year

d_fixed_coupon

coupon_code
campaign
applicable_times
cupon_valid_days
cupon_used_times
amount_redimed_upto
cost_upto

d_login

d_login	
Id (pk)	Number
customer_id	varchar
customer_name	varchar
login_date	number

- In this table all the details of customers who are loged in to the platform that are stored
- Id is a primary key
- Customer_id is a unique and not null constraint
- Login date id the foreign key reference from d_time_dim (day_key)

d_members

d_members	
member_id(pk)	Number
customer_id(FK)	varchar
member_login_date(FK)	Number
amount	number

- In this table only who has taken the membership to the platform ,that customer details are stored and that amount
- Member_id is a primary key
- Customer_id is a foreign key reference from d_login (customer_id)
- member_login_date the foreign key reference from d_time_dim (day_key)

d_transaction

d_transaction	
Id(pk)	Number
customer_id(fk)	varchar
account_number	varchar
event	varchar
transactionid	varchar
gateway	varchar
paymenttype	varchar
gatewaytransaction	varchar
Date_id(fk)	number
flag	char

- In this table all the transaction that are done by customer for doing membership to the platform or subscribing any plan
- If the transaction is successed or decline that details also stored in this table
- Id is the primary key
- Customer_id is a foreign key reference from d_login (customer_id)
- date_id the foreign key reference from d_time_dim (day_key)

d_subscription

d_subscription	
sub_id(Pk)	Number
mem_id	number
cid	varchar
start_date_id	number
end_date_id	number
stages	varchar
plan_id	number
last_date_id	number
flag_sub	varchar
license_type	varchar
upgrades_id	Number
segment_id	Number
orders	varchar
rfm_id	number
recency	number
orderid	number
coupon_id	number
income	number

- In this table all the details of customer who are subscribed to the platform for any plans that are stored
- Sub_id is a primary key
- Mem_id is the foreign key reference from d_members(member_id)
- Start_date_id,end_date_id,last_end_id this are the foreign key reference from time_dim(day_key)
- Upgrades id is the foreign key reference from d_upgrades(id)
- segment id is the foreign key reference from d_segment(id)
- rfm id is the foreign key reference from d_rfm(rfm id)

- coupon id is the foreign key reference from d_coupon(id)

d_coupons

d_coupon	
id	Number
customer_id	varchar
coupon_code	varchar
status	**varchar**
expiration	varchar
coupon_application_status	varchar
cupons_used_date	number

- In this table who uses the coupon that customer details are stored
- Id is the primary key
- Coupon code is the foreign key reference from d_fixed coupons (coupon code)

d_fixed_coupon

d_fixed_coupon	
coupon_code	Number
campaign	varchar
applicable_times	number
cupon_valid_days	number
cupon_used_times	number
amount_redimed_upto	number
cost_upto	number

- This table is a static table where all the fixed coupons that related to that product that are stored
- Coupon code is a primary key

d_plan

d_plan	
id	Number
plan	varchar
plan_code	varchar

- This is a static table
- All the plan details are stored here
- Id is the primary key

d_segment

d_segment	
id	Number
segment	varchar

- This is a static table
- All the segment details are stored here
- Id is the primary key

D_upgrades

d_upgrades	
id	Number
upgrades	varchar

- This is a static table
- All the upgrades details are stored here
- Id is the primary key

d_rfm

d_rfm	
Rfm_id	Number
R_quartile	Number
F_quartile	Number
m_quartile	Number
rfm	Number

- This is a static table
- All the rfm details are stored here
- Id is the primary key

time_dim

Time_dim	
day_key	Number
day_date	varchar
week_key	Number
week_name	varchar
fiscal_month_key	Number
fiscal_month_num	Number
fiscal_month_name	varchar
quarter_key	Number
quarter_name	varchar
fiscal_year	Number

- This is a static table
- All the time details are stored here
- Day_key is the primary key