

Data Marts & Aggregations

What is this phase about?

In this step, I took the cleaned data and turned it into two final tables. I wanted to make the data smaller and easier to use in Excel. Instead of loading thousands of single orders, I calculated the most important numbers (KPIs) directly in SQL. This makes the final dashboard much faster.

The Two Main Tables

I created two tables to look at the business from different angles:

1. sales_trends:

- This table shows how much the company sells each month.
- It helps to see which months are the busiest

2. logistic_performance:

- This table is all about shipping and delivery.
- I calculated the average delivery time and checked if customers receive their packages on time. I organized this information by cities and states in Brazil.