

# Data Dictionary

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## 1. Customer Data Table

We have 3 customers tables each from Kenya, Ghana and Nigeria respectively

Stores detailed information about customers to enable analytics, personalization, and CRM insights.

Column Name	Data Type	Description
Customer_ID	INT (PK)	Unique identifier for each customer.
Name	VARCHAR(100)	Full name of the customer.
Email	VARCHAR(255)	Contact email address of the customer.
Phone	VARCHAR(15)	Contact phone number of the customer.
Country	VARCHAR(100)	Country where the customer is located.
Industry	VARCHAR(100)	Industry to which the customer belongs.
Signup_Date	DATE	Date when the customer signed up.
Last_Interaction_Date	DATE	Date of the customer's last interaction.

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## 2. Product Data Table

Stores information about the products or services offered by TechSphere.

Column Name	Data Type	Description
Product_ID	INT (PK)	Unique identifier for each product or service.
Product_Name	VARCHAR(100)	Name of the product or service.

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## 3. Region Data Table

Stores information about geographic regions where customers or sales occur.

Column Name	Data Type	Description
Region_ID	INT (PK)	Unique identifier for each region.
Country	VARCHAR(100)	Country associated with the region.
Region_Name	VARCHAR(100)	Name of the region.

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#### 4. Transactions Table

We have 3 transaction tables each from Kenya, Ghana and Nigeria respectively

Tracks sales data to analyze revenue, trends, and customer behavior.

Column Name	Data Type	Description
Transaction_ID	INT (PK)	Unique identifier for each transaction.
Customer_ID	INT (FK)	Links to the Customer Data Table.
Region_ID	INT (FK)	Links to the Region Data Table.
Product_ID	INT (FK)	Links to the Product or Service Data Table.
Transaction_Date	DATE	Date when the transaction occurred.
Amount	DECIMAL(10, 2)	Total revenue generated from the transaction in usd.
Discount_Offered	DECIMAL(10, 2)	Discount applied to the transaction, if any.
Payment_Method	VARCHAR(50)	Payment method used (e.g., credit card, bank transfer)
Pricing_Model	VARCHAR(50)	Pricing structure (e.g., subscription, one-time fee).