**Problem statement:** Imagine that a retail company, such as DMart, has approached you for creating a data model to help it understand its consumer behaviour. The creation of a data model involves the following steps:

* Designing an ERD
* Creating a schema and adding the relevant tables, columns, constraints and relationships
* Inserting the data values into the tables
* Querying this database to reveal useful insights

Keep this problem statement in mind. You will be breaking it down and solving each part as you progress through this session. In the next video, let’s look at some possible data points that can be captured for the problem statement.

Let’s analyze the following data points that you can capture when designing a data model for the problem statement in question.

* **Sales transactions:** This dimension table will consist of the fact table and record the transactions that occur at a retail store: Customer ID of the buyer, date of purchase, bill amount, etc.
* **Product details:** This dimension table will describe the details of a purchased product: the model name, manufacturing date, etc.
* **Customer information:** This dimension table will describe the details of the customer involved in a transaction: Their name, email address, gender, age, etc.
* **Employee information:** This dimension table will consist of information about each employee: Their salary, branch location, shift timing, department, etc.
* **Product inventory inflow:** This dimension table will capture data related to the inflow of a product: Quantity procured by the store, quantity sold to consumers, etc.
* **Branch details:** This dimension table will store data for each branch: Its location, size, etc.
* **Campaigns/Discounting information:** This dimension table will store information about certain campaigns that the chain may run, such as ‘buy one, get one free’.
* **Details of customer complaints:** This dimension table will capture data about any complaints that customers may raise: Complaint ID, complaint details, issue date, resolution date, etc.