Additional Data Sources for Capstone

# 1. INVENTORY (INVENTORY.csv)

Purpose: Holds the current stock and pricing information for all products sold by the company.  
  
Key Fields:  
• product\_id: Unique identifier for each product.  
• product\_name: Name of the product.  
• category: Product category (Electronics, Grocery, Furniture, Toys, Clothing).  
• quantity\_in\_stock: Current available stock level for that product.  
• price\_per\_unit: Current selling price per unit.  
  
Usage:  
• Supports inventory management and stock-out analysis.  
• Links with SALES via product\_id to check whether sales are exceeding stock.  
• Helps calculate revenue potential and evaluate category contribution.

# 2. CUSTOMERS (CUSTOMERS.csv)

Purpose: Contains customer master data and contact details.  
  
Key Fields:  
• customer\_id: Unique identifier for each customer.  
• customer\_name: Customer’s name.  
• address: Address details (example addresses from Chennai, TN).  
• phone\_number: Contact number.  
• email: Contact email.  
• join\_date: Date the customer joined/registered.  
  
Usage:  
• Links with SALES on customer\_id.  
• Useful for customer segmentation (e.g., new vs old customers, join year).  
• Helps identify top customers by revenue.  
• Provides demographic/contact context for CRM-related insights.

# ‘

# 3. SALES (SALES.csv)

Purpose: Transactional fact table, capturing actual sales events.  
  
Key Fields:  
• sale\_id: Unique identifier for the sale transaction.  
• customer\_id: Foreign key → CUSTOMERS.customer\_id.  
• product\_id: Foreign key → INVENTORY.product\_id.  
• quantity: Units sold in that transaction.  
• sale\_date: Date of the sale.  
• total\_amount: Total sales value for that transaction.  
  
Usage:  
• Central fact table for analytics.  
• Supports KPIs like daily/monthly sales trends, top products, top customers, and category performance.  
• Used with INVENTORY to calculate stock movement.  
• Used with CUSTOMERS for customer-based insights.