web_events

Column Name	Datatype	Constraints	Description
id	INTEGER	PRIMARY KEY	Unique identifier for each web event.
account_id	INTEGER	FOREIGN KEY → accounts(id)	Account associated with the event.
occurred_at	DATETIME		When the web event occurred.
channel	VARCHAR		Channel through which the event occurred (e.g., direct, organic, ad).

accounts

Column Name	Datatype	Constraints	Description
id	INTEGER	PRIMARY KEY	Unique identifier for each account.
name	VARCHAR		Name of the account.
website	VARCHAR		Website of the account.
lat	FLOAT		Latitude of the account location.
lang	FLOAT		Longitude of the account location (historically called "long").
primary_poc	VARCHAR		Primary point of contact for the account.
sales_rep_id	INTEGER	FOREIGN KEY → sales_reps(id)	Assigned sales representative.

orders

Column Name	Datatype	Constraints	Description
id	INTEGER	PRIMARY KEY	Unique identifier for each order.
account_id	INTEGER	FOREIGN KEY → accounts(id)	Account placing the order.
standard_qty	INTEGER		Quantity of standard products ordered.
poster_qty	INTEGER		Quantity of poster products ordered.
gloss_qty	INTEGER		Quantity of gloss products ordered.
total	INTEGER		Total quantity of products ordered.
occurred_at	DATETIME		When the order occurred.
standard_amt_usd	FLOAT		Amount (USD) for standard products.
gloss_amt_usd	FLOAT		Amount (USD) for gloss products.
poster_amt_usd	FLOAT		Amount (USD) for poster products.
total_amt_usd	FLOAT		Total amount (USD) for the order.

sales_reps

Column Name	Datatype	Constraints	Description
id	INTEGER	PRIMARY KEY	Unique identifier for each sales representative.
name	VARCHAR		Name of the sales representative.
region_id	INTEGER	FOREIGN KEY → region(id)	Region to which the representative belongs.

region

Column Name	Datatype	Constraints	Description

id	INTEGER	PRIMARY KEY	Unique identifier for each region.
name	VARCHAR		Name of the region.