**Dimension Customer**

This table is where the customer information lives. The columns in this table represent a natural key customer ID, a customer ID from the previous data, the location key, and the customer key. The table connects with the location table and to provide customer information from the previous data source.

**Dimension Date**

The date table contains the date key, year, month, day of the week, and day. The day of the week row can answer the business question of which days of the week are the most profitable. The table is modeled to provide date information to all of the fact tables.

**Dimension Location**

This table is where all the location information lives. This table links to the customers table, the reseller table, and the store table. The rows in the table represent the location ID, country, state, city, and zip code. The state row will represent which state the location is in to provide information to answer the business questions of profits in states with one store or more than one store. The table connects location information to multiple dimensional tables.

**Dimension Product**

The product table has information about the name, price, wholesale price, and cost. This table has information on each aspect of the products to link it to the fact tables in order to see profit amounts. The table was created with a surrogate key to link to other tables, a foreign key to link to the product type key, a natural key to be the product ID, and it has decimal data types for the columns with prices.

**Dimension Product Type**

The product type table represents what type of products are present at the stores. The product category description and ID are a previous data source and will give us a way to look back and track that information. The table was designed to help answer the business question about how well product types are selling in comparison to their target. The table has a surrogate key to link to the product table, a natural key to be the product type ID, and contains the description and ID from a previous data source.

**Dimension Reseller**

This table is for reseller information. It contains a key to the location table, the reseller ID, the previous reseller ID, and the reseller name. The reseller ID links to the previous data source and is in varchar format since the ID is a mixture of letters and numbers. The table provides reseller location and previous IDs.

**Dimension Store**

The store table contains information about each store: the store key, the store number, store name, the location table foreign key, and the store ID that is a natural key. The store number row contains the number of the store. The table was designed so that there will be a location ID and store number tied to each store in order to answer the business questions for our store numbers.

**Fact Product**

The product fact table provides information on the sales of the products based on the target and the profit. It has two foreign keys for the date table and the product table. The profit row contains information on the amount of profit each product generated. The fact table provides percentages of a product’s profit and an amount of its sales.

**Fact Sales**

The sales fact table represents the information about the sales quantity and the sales dollar amount. It is linked via foreign key to the store, date, and product dimensional tables. The sale quantity row is information on the amount of that product that was sold. This fact table was created to provide the facts of the sales in order to see the dollar amount and the quantity of how many sales occurred by date, store, and product.

**Fact Target**

The target fact table contains information of the sales quantity target and the target sales. It is linked via foreign key to the store, date, and product dimensional tables. The sales quantity target row represents the dollar number for the target of each store. The fact table was designed to provide the facts of the target amount in order to answer the business questions relating to which stores have reached their target.