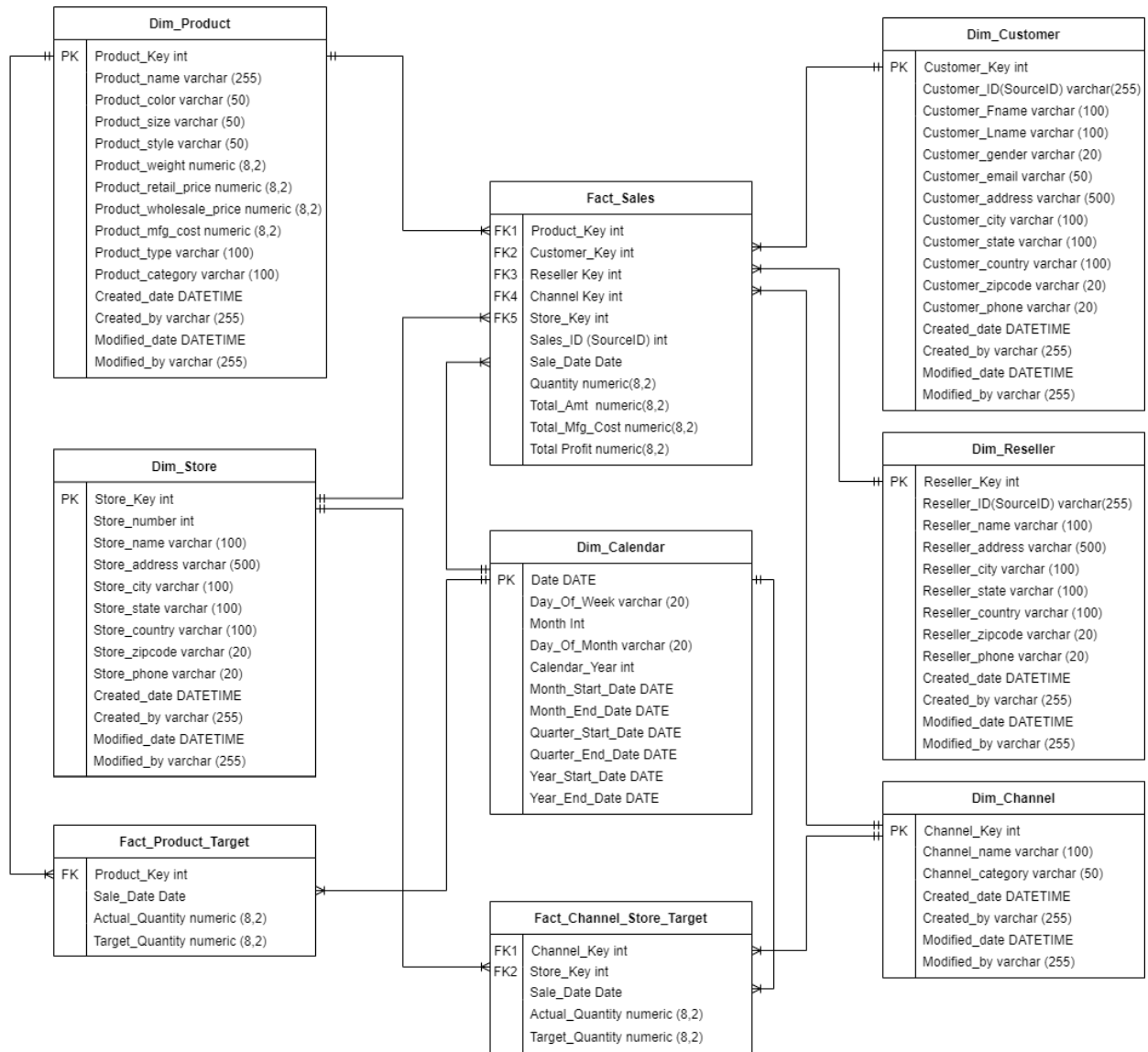


Dimensional Data Model ERD



| Sr. No. | Table Name | Table Type | Description |
|---------|--------------|------------|---|
| 1 | Dim_Calender | Dimension | Grain: Date Use: The table will help in reporting and analysis based on dates. It will be joined to each of the Fact Tables based on the Sale_Date column and support aggregating the data at weekly, monthly, quarterly, yearly levels |
| 2 | Dim_Product | Dimension | Grain: Product_Key (Natural Key) Use: The table contains information about each product. We have denormalized the tables Product_Type and Product_Category to include the fields in the Dim_Product table itself. This will make querying easy. |
| 3 | Dim_Customer | Dimension | Grain: Customer_Key (Surrogate Key) Use: The table contains information about each customer. Customers purchase products directly from the store at the retails price. |
| 4 | Dim_Reseller | Dimension | Grain: Reseller_Key (Surrogate Key) Use: The table contains information about the resellers. Resellers are a distributions channel for the stores. Products sold to them at a wholesale rate. |
| 5 | Dim_Store | Dimension | Grain: Store_Key (Natural Key) Use: The table contains information about each store through which a sale is taking place. |
| 6 | Dim_Channel | Dimension | Grain: Channel_Key (Natural Key) Use: The table contains information about the various channels through which a sale takes place. The Channel_Category table has been denormalized and the fields are included in the Dim_Channel table to make querying easier. |

| | | | |
|---|---------------------------|------|--|
| 7 | Fact_Sales | Fact | <p>Grain: Product, Customer, Reseller, Channel, Store, Date</p> <p>Use: The table contains data for each sale at the least grain possible. Each row can answer the question, " sale of what product to a customer/reseller took place through which store and channel, and on which day". Data can be easily aggregated at the level needed. The table will be the source for most of the calculated fields like Total_Quantity, Total_Amount, Total_Mgf_Cost, Total_Profit.</p> |
| 8 | Fact_Product_Target | Fact | <p>Grain: Product, Date</p> <p>Use: The table contains data for each product at a daily level. This includes data related to the actual quantity of sales as well as the targeted quantity of sales for the product on a particular day. Allows us to analyze the performance of the product through actual sales vs targeted sales comparison</p> |
| 9 | Fact_Channel_Store_Target | Fact | <p>Grain: Channel, Store, Date</p> <p>Use: The table contains data for each store and channel at a daily level. This includes data related to actual sales amount as well as targeted sales amount for a store and channel on a particular day. Allows us to analyze the performance of the store and channel through sales vs target comparison</p> |