The Sales History (SH) schema is a data model used for sales analysis and reporting. It includes several fact and dimension tables that provide information about sales transactions, products, customers, and time periods.

The **fact tables** in the SH schema are "sales" and "costs," which store information about specific sales transactions, including product, customer, time, channel, quantity, and amount, and unit costs and prices associated with specific products and times, respectively.

The **dimension tables** in the SH schema are "products," "customers," "times," "promotions," "channels," "countries," and "supplementary\_demographics." These tables provide more detailed information about the entities in the fact tables.

With this data, we can perform various analyses and reporting on sales performance, such as sales by product, sales by customer, sales by region, sales by time period, and many other dimensions. We can also use this data to identify trends and patterns in sales, as well as to evaluate the effectiveness of various promotions and marketing campaigns.

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| Table/View | Used for | Additional Notes |
| products | Contains information about products, including their name, description, subcategory, category, weight, and price. | Dimension table |
| customers | Contains information about specific customers, including their personal details, income, and credit limit. | Dimension table |
| times | Includes details about specific time periods, such as day, week, month, and year. | Dimension table |
| promotions | Includes details about specific promotions, such as promotion category, cost, and date range. | Dimension table |
| channels | Contains information about sales channels, including their ID and description. | Dimension table |
| countries | Includes information about specific countries and their regions. | Dimension table |
| supplementary\_demographics | Contains supplementary demographic information about customers, including their education, occupation, household size, and ownership of various items. | Dimension table |
| sales | Contains information about sales transactions, including product, customer, time, channel, promotion, quantity sold, and amount sold. | Fact table |
| costs | Contains information about product costs, including product, time, channel, promotion, unit cost, and unit price. | Fact table |
| profits | Calculates the total cost of each sale transaction by multiplying the unit cost of the product by the quantity sold, and includes columns for channel, customer, product, promotion, time, unit cost, unit price, quantity sold, and amount sold. | View |