**Data set definitions**

Defining the tables and columns in the delivered data sets:

*Schema:* <https://docs.google.com/drawings/d/13SYuu55z_faKWnYEUutd0tjYH019hbIZmO_w3ilBLvI/edit?usp=sharing>

**Marketplace** – For now, this only includes MyFonts.

*Orders*

Transactions by users

* **Order ID** – Unique ID for the transaction
* **User ID** – Unique ID for the user who made the transaction
* **Datetime** – Timestamp for the transaction
* **Currency Code** – Three-digit code for the currency in which the transaction was made
* **Discount USD** – Amount of discount, in US dollars
* **Pre-tax value** **USD** – Total amount of transaction before tax is applied (subtotal), in US dollars
* **Tax USD** – Amount of tax applied to transaction, in US dollars
* **Billing method** – Method used to pay for the transaction (PayPal, Credit Card, etc.)

*Order Item*

Skus included in transactions

* **Order ID** – Unique ID for the transaction in which order item was purchased
* **Datetime** – Timestamp for the transaction
* **Sku ID** – Unique ID for the item that was purchased, which could be a style or collection of Styles.
* **Family ID** – Unique ID for the Family to which a Style belongs. This is a collection of Styles.
* **Style ID** – Unique ID for the font, which is a specific weight and style of a type design within a Family.
* **License Type** – Name of the license type that is purchased. The combination of License for a Style is what is actually being purchased by the user. Licenses are defined in an End-User License Agreement (not provided in data sets). License types are explained in the [appendix](#uipzabv9cetk).
* **Usage** – Amount of seats, impressions, or distribution units purchased under the defined License. Usage units differ per License. Usage types are defined and explained in the [appendix](#uipzabv9cetk).
* **Surcharge USD** – End amount paid by customer for the order item, in US dollars, after discounts.

*Users*

Customer that make transactions

* **User ID** – Unique ID for User.
* **Country** – Country name identified by User in their billing address.
* **City** – City name identified by User in their billing address.
* **Orders** – Historic count of Orders by User.
* **Lifespan** – Days between Registered Date and Last Login Date.
* **LTV** – “Lifetime Value”. Sum of all Pre-tax Values of all Orders made by the User.
* **Registered Date** – Date the user made an account and entered the marketplace.
* **Last Login Date** – Last timestamp for the most recent login by the User.
* **First Paid Order** – Earliest timestamp of all Orders made by the User, where the Pre-tax Value was greater than zero.
* **Last Paid Order** – Most recent timestamp of all Orders made by the User, where the Pre-tax Value was greater than zero.
* **First Free Order** – Earliest timestamp of all Orders made by the User, where the Pre-tax Value was zero.
* **Last Free Order** – Most recent timestamp of all Orders made by the User, where the Pre-tax Value was zero.

*Families*

Collections of weights and styles for a uniquely named (and often trademarked) type design

* **Family ID** – Unique ID for the Family.
* **Family Name** – Trademarked or marketed name for the Family.
* **Unique Name** – Unique name for Family in database (there can be multiple with the same name).
* **Foundry ID** – Unique ID of the Foundry that currently owns the rights to sell the Family in the marketplace.
* **Original Foundry** – Unique ID of the foundry that initially designed and released the Family.
* **Default Style** – ID of the Style that is considered the “regular” or representative design of the Family. From this Style, the other weights and styles are derived.
* **Release Year** – Year that the Family was first created and distributed.
* **Start Date** – Timestamp for when Family was first released in the marketplace.
* **End Date** – Timestamp for when Family was removed from the marketplace.

*Styles*

Individual weights or styles of a type design. Also referred to as a “font”.

* **Style ID** – Unique ID for the Style.
* **Style Name** – Unique name for Style, usually including family name and weight and style categorization.
* **Style Type** – Standardized style and weight categorization.
* **Family ID** – Unique ID for the Family to which the Style belongs.
* **Start Date** – Timestamp for when Style was first released in the marketplace (may be different from Family Start Date).
* **End Date** – Timestamp for when Style was removed from the marketplace (may be different from Family Start Date).
* **Glyph count** – Number of glyphs in the Family (can be viewed as product quality)

*Skus*

Skus are the individual products that are purchased. Skus can be a single Style, a collection of Styles, or a subscription. For Styles and collections of Styles, a unique Sku is set for the combination of the Style(s) and License Type.

* **Sku ID** – Unique ID for the Sku.
* **Sku Name** – Unique name for Sku. May be similar to Family or Style name.
* **Price USD** – Unit price set for the Sku.
* **Foundry ID** – Unique ID for the Foundry that designed the Styles included in the Sku. There should be no instances of Skus with more than one Foundry ID.
* **License Type** – Name of the license type that is purchased. The combination of License for a Style is what is actually being purchased by the user. Licenses are defined in an End-User License Agreement (not provided in data sets). License types are explained in the [appendix](#uipzabv9cetk).
* **Formats** – Comma separated list of Format IDs.
* **Start Date** – Timestamp for when Sku was first released in the marketplace.
* **End Date** – Timestamp for when Sku was removed from the marketplace.
* **Language ID** – Languages that are supported

*Formats*

Font file format. Fonts are software, and have different formats. A user can specify different formats at the point of purchase. *Note:* Skus contain a comma separated list of formats included with purchase of the Sku.

* **Format ID** – Unique ID for the font file format.
* **Format Name** – Name of the font file format.

*Style Sku Family*

Associating Skus to Families and Styles.

* **Style ID** – ID of Style included in the Sku.
* **Sku ID** – ID of the Sku.
* **Family ID** – ID of Family included in the Sku.

*Foundries*

A Foundry is an individual Person or a collection of Persons that create and release Skus in the Marketplace.

* **Foundry ID** – Unique ID for the Foundry.
* **Foundry Name** – Name of the Foundry.
* **Country** – Country name in the address associated with the Foundry.
* **Birth Year** – Year the Foundry was started.
* **Death Year** – Year the Foundry was closed.
* **Start Date** – Timestamp for when Foundry was first added to the marketplace. May not be the same date as their first Sku release.
* **End Date** – Timestamp for when Foundry was removed from the marketplace.

*Person*

A Person is a type designer that creates Families and Styles. A Person always operates under a Foundry, but is only associated to Families through the Family Person table.

* **Person ID** – Unique ID for Person.
* **Full Name** – Full name of the type designer.
* **Country** – Country in which Person was based, if known.
* **Birth Year** – Year Person was born, if known.
* **Death Year** – Year Person passed away, if known.

*Family Person*

Associates type designer with the Families on which they worked.

* **Family ID** – ID of the Family.
* **Person ID** – ID of the Person.
* **Contribution Year** – Year that the Person worked on the Family.
* **Contribution Rank** – Assigns a number to the amount of contribution the Person made to the Family. The lower the number, the more the Person contributing. A “1” means the Person was the main or sole contributor.

*Languages*

Description of language ID, associated with SKU table.

* **Language ID** – ID of the language.
* **Name** – Name of the language.
* **Parent Name** –

*Family Tags*

Categorical terms applied to Families by users or foundries, based on aesthetic characteristics.

* **Tag ID** – Unique ID for the tag
* **Tag Name** – Visible name for the tag (see the [appendix](#uipzabv9cetk) for relation to categories)
* **Family ID** – ID of family the tag is associated with (multiple families per tag)
* **Votes** – Users can upvote or downvote tags as applied to families. This is a tally of both negative and positive votes. Use only tag associations with a Vote of greater than zero.

**Appendix**

*License Types*

* **App** – For distribution in software and video games.
* **Desktop** – For all printed applications.
* **Digital Ads** – For distribution through digital advertising.
* **Epub** – For distribution embedded in ebooks.
* **Server** – For company self-hosting to allow end-users to load and use fonts to create their content in applications.
* **Web font** – For use in web-based content.

*Usage by License Type*

* **App = Distributions**Number of units of the application delivered to end users, either through installation, selling of a physical copy, etc. *Examples:* one video game disc, or one app installation through iOS.
* **Desktop = Users**Number of unique users who install the font on their device. Users are allowed to install (typically) on up to two devices. *Example:* a font is installed on a work and a home computer.
* **Digital ad = Impressions**Number of times a digital ad is loaded by web sites. Similar to “Page views” but sold in larger blocks to accommodate many more requests. *Example:* Advertising in side-bar of content-driven site can be built in HTML and need to load the font file to display correctly.
* **Epub = Titles**Number of units of the ebook that are delivered digitally. *Example:* An ebook installed on an Amazon Kindle device.
* **Server = Servers**Number of servers on which the font files are housed and through which can be accessed by the end-user through software. *Example:* Users of a website may design greeting cards with our fonts. The greeting card site will host our fonts on their server to allow users to access and design with these fonts, then print/distribute the users’ designs with our fonts embedded/displayed.
* **Web font = Page views**Number of times the font is loaded by a website to display to site viewers. *Example:* Visitors to a news site will load the page and the font files so that they see the content displayed as the site intended.

*Category Names and Associated Tag Names*

* **Sans Serif**sans serif\*, sans
* **Slab Serif**slab serif\*, slab
* **Serif**serif\*
* **Display**display\*
* **Handwritten**handwritten\*, handwriting
* **Script**script\*

*\*Official categorization designation by MyFonts*