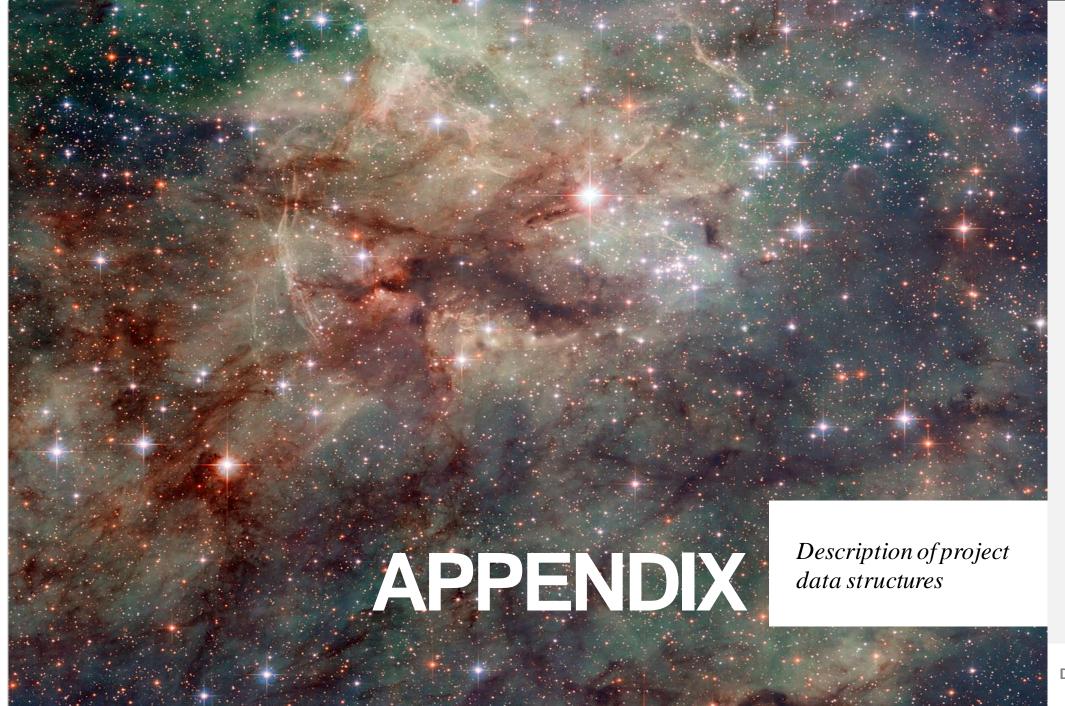# DIGITAL MARKETING
# DATASCIENCE LAB

PhD & DATA SCIENTIST
**GIOVANNI COLLINI**

*Appendix*

*Data Structure*

# APPENDIX

*Description of project data structures*

# DESCRIPTION OF PROJECT DATA STRUCTURES

The raw data available for the project are the following:

- ➢ **raw_1_cli_fid:**
  *contains info on the fidelity subscriptions of each customer account*
- ➢ **raw_2_cli_account:**
  *contains info on each customer account*
- ➢ **raw_3_cli_address:**
  *contains info on address corresponding to a customer account*
- ➢ **raw_4_cli_privacy:**
  *contains info on the privacy policies accepted by each customer*
- ➢ **raw_5_camp_cat:**
  *contains the categorization of the marketing email communications*
- ➢ **raw_6_camp_event:**
  *contains the events (sents, opens, clicks, …) related to the marketing email communications*
- ➢ **raw_7_tic**
  *contains the purchase and refund transactions of each customer*

# DATA STRUCTURE

## ➢ raw_1_cli_fid

| | |
|---|---|
| ID_CLI | identify client (foreign key) |
| ID_FID | identify fidelity program (key) |
| ID_NEG | identify reference store |
| TYP_CLI_FID | main account (1/0) |
| COD_FID | type fidelity program |
| STATUS_FID | active account (1/0) |
| DT_ACTIVE | date activation |

## ➢ raw_2_cli_account

| | |
|---|---|
| ID_CLI | identify client (key) |
| EMAIL_PROVIDER | email account provider |
| W_PHONE | phone number added (0/1) |
| ID_ADDRESS | identify address (foreign key) |
| TYP_CLI_ACCOUNT | type client account |
| TYP_JOB | client job |

## ➢ raw_3_cli_address

| | |
|---|---|
| ID_ADDRESS | identify address (key) |
| CAP | postal code |
| PRV | province |
| REGION | region |

# DATA STRUCTURE

## ➢ raw_4_cli_privacy

| | |
|---|---|
| ID_CLI | identify client (foreign key) |
| FLAG_PRIVACY_1 | flag privacy (1/0) |
| FLAG_PRIVACY_2 | flag profiling (foreign key) |
| FLAG_DIRECT_MKT | flag direct marketing (1/0) |

## ➢ raw_5_camp_cat

| | |
|---|---|
| ID_CAMP | identify email campaign (key) |
| TYP_CAMP | type email campaign |

## ➢ raw_6_camp_event

| | |
|---|---|
| ID_EVENT | identify feedback event (key) |
| ID_CLI | identify client (foreign key) |
| ID_CAMP | identify email campaign (foreign key) |
| ID_DELIVERY | identify delivery |
| TYP_EVENT | type feedback event S = send V = open C = click B = bounce E = error |
| EVENT_DATE | datetime event |

➢ **raw_7_tic**

| ID_SCONTRINO | identify the transaction (all the products purchased or refund within the same transaction have the same id) |
|---|---|
| ID_CLI | identify client (foreign key) |
| ID_NEG | identify reference store (foreign key) |
| ID_ARTICOLO | identify the purchased or refund item |
| COD_REPARTO | identify the business unit corresponding to the item |
| DIREZIONE | purchase (1) or refund (-1) |
| IMPORTO_LORDO | gross amount = nett amount + discount applied (negative if refund) |
| SCONTO | discount applied (negative if refun) |
| DATETIME | date and time of the transaction |

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