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| **Data in Model:** DimCustomer | **Source of data:** | **Transformation:** |
| CustomerKey | Internal  Data from Adventure Works ERD:  AdventureWorks.Sales.CustomerID | Generated upon creation of customer  PK\_Customer\_CustomerID  Primary Key (clustered) constraint  Joined to Sales.SalesOrderHeader.CustomerID |
| GeographyKey | Internal | Generated upon creation of customer |
| CustomerAlternateKey | Internal | Generated upon creation of customer |
| Title | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person.title | Joined to customer.  Mr., Mrs., Ms, Dr, Mx, etc… |
| FirstName | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vSalesPerson  AdventureWorks.Sales.vIndividualCustomer  AdventureWorks.Person.vAdditionalContactInfo | First name of the customer. |
| LastName | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vSalesPerson  AdventureWorks.Sales.vIndividualCustomer  AdventureWorks.Person.vAdditionalContactInfo | Last name of customer. |
| NameStyle | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person | Data stored in eastern style; i.e. First Name + Last Name.  e.g. John Smith |
| Birthdate | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | Date of birth of customer. |
| MaritalStatus | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | Data stored as:  M = married  S = single |
| Suffix | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vIndividualCustomer | Suffix from surname  Data stored example: Jr. or Sr. |
| Gender | Internal  Data from Adventure Works ERD:  AdventureWorks.Sales.vPersonDemographics.Gender | Data stored as:  M = male  F = female |
| EmailAddress | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.EmailAddress  AdventureWorks.Production.ProductReview  AdventureWorks.Sales.vIndividualCustomer | Email address of customer.  Primary key with auto increment.  person join email address join businessEntityID  person join person join businessEntityID  PK\_EmailAddress\_BusinessEntityID\_EmailAddressID holds a primary key (clustered) constraint. |
| YearlyIncome | External  Data from Adventure Works ERD:  AventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics.YearlyIncome | Based on demographic of person join person table.  Source of data:   * gained through questionnaire * average income based on area from Geography Key. * use prediction algorithms based off already accumulated data, e.g. age, location, gender, position. * based on purchase patterns.   person join person  sales join vPersonDemographics |
| TotalChildren | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | joined to person join person |
| NumberChildrenAtHome | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | joined to person join person |
| EnglishEducation | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | joined person join person  sales join vPersonDemographics |
| SpanishEducation | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | joined person join person  sales join vPersonDemographics |
| FrenchEducation | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | joined person join person  sales join vPersonDemographics |
| EnglishOccupation | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | joined person join person  sales join vPersonDemographics |
| SpanishOccupation | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | joined person join person  sales join vPersonDemographics |
| FrenchOccupation | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | joined person join person  sales join vPersonDemographics |
| NumberCarsOwned | Internal  Data from Adventure Works ERD:  AdventureWorks.Person.Person  AdventureWorks.Sales.vPersonDemographics | joined to person join person |
| AddressLine1 | Internal  AdventureWorks.Person.Address  AdventureWorks.Sales.vIndividualCustomer | First line of street address,  Joined to Customer |
| AddressLine2 | Internal  AdventureWorks.Person.Address  AdventureWorks.Sales.vIndividualCustomer | Second line of street address  Joined to Customer |
| AddressLine2 | Internal  AdventureWorks.Person.Address  AdventureWorks.Sales.vIndividualCustomer | Joined to Customer |
| Phone | Internal  AdventureWorks.Person.PersonPhone  AdventureWorks.Person.PersonPhone.PhoneNumber  AdventureWorks.Person.PersonPhone. PhoneNumberTypeID  AdventureWorks.Sales.vIndividualCustomer.PhoneNumber  AdventureWorks.Sales.vIndividualCustomer.PhoneNumberType | FK\_PersonPhone\_Person\_BusinessEntityID  foreign key constraint referecing Person.BuinessEntityID.  Person.Person.BusinessEntityID join Person.PersonPhone.BusinessEntityID  Person.Personphone.BusinesssEntityID join Person.PersonBusinessEntityID |
| DateFirstPurchase | Internal  AdventureWorks.Sales.vPersonDemographics  AdventureWorks.Sales.SalesOrderHeader.OrderDate | Person.Person join Sales.vPersonDemographics |
| CommuteDistance | Internal or external? |  |