BEAM* Canvas

When

When does it happen?

What other related dates/times are know/fixed at this time?

Date

Time

Time Zone

Period

Timeline: Event Milestones: Fixed, Variable, Repeatable/Recurring





How (exactly) does it happen? How do we know it happened? How do we uniquely identify each event?

Verb, Activity, Process, Event Effect, Outcome, Status Transaction Type

Transaction #, Event ID [Degenerate Dimension]

Step/Sequence #

[Granularity, Event Type: Discrete, Evolving, or Recurring]

Who



Who does what? How do we organize them? How do they change? Who else is involved?

Subject/Object Customer: Business, Consumer, Segment Employee Supplier Partner Third Party

How Many



How many/much is involved? How long does it take?

Revenues Costs Discounts/Deltas Balances Activity/Status Counts **Durations** Measure/KPI Formulas

[UoM, Fact Type: Fully Additive, Semi-Additive, Non-Additive]





Where



Where does it happen? Where does it refer to?

Subject/Object Location Branch, Store, Facility Channel URL

Map/Sequence: First → Previous → Current → Next → Last







What is involved/used? How are they organized? How do they change?

Subject/Object Value Proposition Product Service Resource

Why



Cause, Reason Trigger Event ID Promotion Quantity Descriptions



