**# Customer Profile Schema**

customer\_key             STRING - Unique identifier for each customer.

first\_name               STRING - First name of the customer.

last\_name                STRING - Last name of the customer.

full\_name                STRING - Full name of the customer.

email                    STRING - Email address of the customer.

email\_hash               STRING - Hashed version of the customer's email address.

email\_organization       STRING - Organization or domain part of the customer's email address.

email\_tld                STRING - Top-level domain of the customer's email address.

mobile                   STRING - Mobile number of the customer.

gender\_derived           STRING - Derived gender information of the customer.

first\_order\_id           STRING - Identifier of the customer's first order.

last\_order\_id            STRING - Identifier of the customer's last order.

app\_id                   STRING - Identifier for the application.

count\_purchase           INTEGER - Total number of purchases made by the customer.

monetary                 FLOAT - Total monetary value spent by the customer.

average\_monetary         FLOAT - Average monetary value spent per purchase by the customer.

monetary\_discount        FLOAT - Total monetary value of discounts applied to purchases made by the customer.

average\_monetary\_discount FLOAT - Average monetary value of discounts applied per purchase by the customer.

total\_order\_rating       INTEGER - Total rating given by the customer for all orders.

total\_product\_rating     INTEGER - Total rating given by the customer for all products.

total\_product\_price\_viewed FLOAT - Total price of products viewed by the customer.

count\_product\_price\_viewed INTEGER - Total number of times products' prices were viewed by the customer.

average\_order\_rating     FLOAT - Average rating given by the customer for orders.

average\_product\_rating   FLOAT - Average rating given by the customer for products.

average\_product\_price\_viewed FLOAT - Average price of products viewed by the customer.

count\_landing            INTEGER - Total number of landing page visits by the customer.

count\_page\_view          INTEGER - Total number of page views by the customer.

count\_product\_view       INTEGER - Total number of product views by the customer.

count\_checkout\_view      INTEGER - Total number of checkout views by the customer.

count\_email\_open         INTEGER - Total number of email opens by the customer.

count\_email\_click        INTEGER - Total number of email clicks by the customer.

count\_campaign\_click     INTEGER - Total number of campaign clicks by the customer.

count\_order\_review       INTEGER - Total number of order reviews by the customer.

count\_product\_review     INTEGER - Total number of product reviews by the customer.

count\_unq\_landing\_page   INTEGER - Total number of unique landing pages visited by the customer.

count\_unq\_page\_view      INTEGER - Total number of unique pages viewed by the customer.

count\_unq\_product\_view   INTEGER - Total number of unique products viewed by the customer.

count\_unq\_checkout       INTEGER - Total number of unique checkout views by the customer.

count\_unq\_campaign\_medium INTEGER - Total number of unique campaign mediums clicked by the customer.

ts\_first\_purchase        TIMESTAMP - Timestamp of the customer's first purchase.

ts\_last\_purchase         TIMESTAMP - Timestamp of the customer's last purchase.

ts\_first\_clickstream     TIMESTAMP - Timestamp of the first clickstream event by the customer.

ts\_last\_clickstream      TIMESTAMP - Timestamp of the last clickstream event by the customer.

ts\_first\_page\_view       TIMESTAMP - Timestamp of the first page view by the customer.

ts\_last\_page\_view        TIMESTAMP - Timestamp of the last page view by the customer.

ts\_first\_product\_view    TIMESTAMP - Timestamp of the first product view by the customer.

ts\_last\_product\_view     TIMESTAMP - Timestamp of the last product view by the customer.

ts\_first\_checkout        TIMESTAMP - Timestamp of the first checkout by the customer.

ts\_last\_checkout         TIMESTAMP - Timestamp of the last checkout by the customer.

ts\_first\_email\_open      TIMESTAMP - Timestamp of the first email open by the customer.

ts\_last\_email\_open       TIMESTAMP - Timestamp of the last email open by the customer.

ts\_first\_email\_click     TIMESTAMP - Timestamp of the first email click by the customer.

ts\_last\_email\_click      TIMESTAMP - Timestamp of the last email click by the customer.

ts\_last\_review           TIMESTAMP - Timestamp of the last review given by the customer.

ts\_last\_preference\_change TIMESTAMP - Timestamp of the last preference change by the customer.

is\_preference\_opt\_in     BOOLEAN - Indicates whether the customer has opted into preferences.

count\_stacktome\_email\_sent INTEGER - Total number of emails sent by Stacktome to the customer.

ts\_last\_stacktome\_email\_sent TIMESTAMP - Timestamp of the last email sent by Stacktome to the customer.

count\_stacktome\_email\_sent\_last\_ts TIMESTAMP - Total number of emails sent by Stacktome to the customer until the last timestamp.

last\_stacktome\_email\_type STRING - Type of the last email sent by Stacktome to the customer.

ts\_last\_campaign\_click   TIMESTAMP - Timestamp of the last campaign click by the customer.

last\_campaign\_source     STRING - Source of the last campaign clicked by the customer.

last\_campaign\_click\_id   STRING - Identifier of the last campaign clicked by the customer.