**# Customer Purchase Schema**

app\_id                      STRING - Generally, this should match the domain name without the TLD, e.g., serenataflowers, hipper.

customer\_key                STRING - This is set by UDF: generate key(email, mobile, customer\_id).

email                       STRING - Email address of the customer.

email\_hash                  STRING - To get hash as a text string from email address: to\_hex(sha256(email\_address)).

email\_valid\_format          BOOLEAN - Flag for valid email format.

email\_organization          STRING - Organization or domain part of the customer's email address, e.g., gmail, hotmail, live, outlook.

email\_tld                   STRING - Top-level domain of the customer's email address, e.g., co.uk, .com, .net.

mobile                      STRING - Mobile number of the customer.

first\_name                  STRING - First name of the customer.

last\_name                   STRING - Last name of the customer.

gender\_derived              STRING - Uses lookup table: 'sfhipper.pa.gender` (we should move this elsewhere) based on first\_name.

full\_name                   STRING - Concatenated first and last. May also contain 'title'.

customer\_id                 STRING - Customer id as per business source.

ts\_event                    TIMESTAMP - Generally the time the event took place, i.e., not ingestion time.

ts\_inserted                 TIMESTAMP - The timestamp of the ETL.

visitor\_id                  STRING - From clickstream visitor\_domain\_id\_src which is the snowplow: visitor\_domain\_id column.

visitor\_network\_id          STRING - The network\_id is nondomain specific, i.e., 3rd party cookie\_id.

event\_type                  STRING - Clickstream, purchase, review, page, email, ticket.

event\_subtype               STRING - View, landing, click (on site action), impression, order\_review, product\_review.

event                       STRING - Generally for clickstream events and email (TBD) only: page\_view, page\_landing, product\_view, product\_click, product\_landing, checkout\_view, add\_to\_cart, checkout\_landing, order\_confirmation\_view, blog\_view, blog\_landing, campaign\_impression, experiment\_impression, email\_send, email\_impression, email\_unsubscribe, email\_subscribe, email\_bounce, product\_impression ie. from clickstream\_log.event\_action.

event\_source                STRING - For clickstream events, this is: relative\_url\_domain\_org (domain, less tld) (e.g., google for external clicks, serenataflowers for internal). For non-clickstream events, we set this to the data source, e.g., feefo, trustpilot.

event\_source\_url            STRING - This is 'relative\_url\_path' from clickstream\_log, i.e., the referring URL, less the query string. NULL for other events.

event\_source\_host           STRING - This is 'relative\_url\_host' from clickstream\_log, i.e., the referring host. NULL for other events.

order\_id                    STRING - Identifier of the order.

order\_number                STRING - Order number.

order\_name                  STRING - Order name.

orderline\_id                STRING - Identifier of the orderline.

order\_total\_net             FLOAT - Order total is always the sum of all order lines Net Revenue, AFTER discount and Tax (currently sales data is stored this way already in sales\_amount\_net).

order\_total\_tax             FLOAT - VAT or sales tax amount.

order\_total\_discount        FLOAT - Order total discount.

ts\_previous\_order           TIMESTAMP - The time of the previous order of this customer.

ts\_first\_order              TIMESTAMP - The time of the first order of this customer.

order\_sequence              INTEGER - This is the sequence (frequency) of the current order\_id for a given customer.

order\_recency               INTEGER - Recency in days since the last order for this customer.

ts\_delivery\_scheduled       TIMESTAMP - The scheduled order delivery date and time. If a specific time window then this is set to the max of the timewindow. E.g., if 810 am on 1/7 is specified, then this is 20180701 10:00:00.

ts\_dispatch\_scheduled       TIMESTAMP - Scheduled dispatch time.

currency\_code               STRING - ISO 3 letter code.

customer\_language           STRING - As set by customer on the website for preferred language, get via sales feed.

customer\_address\_country    STRING - Customer's address country.

customer\_address\_province   STRING - E.g., Texas for US, Scotland for UK.

customer\_address\_county     STRING - E.g., Kent for UK.

customer\_address\_city       STRING - Customer's address city.

customer\_address\_postal\_code STRING - Customer's address postal code.

customer\_address\_line1      STRING - Customer's address line 1.

customer\_address\_line2      STRING - Customer's address line 2.

delivery\_address\_country    STRING - ISO 2 letter code.

delivery\_address\_province   STRING - Delivery address province.

delivery\_address\_county     STRING - Delivery address county.

delivery\_address\_city       STRING - Delivery address city.

delivery\_address\_locality   STRING - Delivery address locality.

delivery\_address\_postal\_code STRING - Delivery address postal code.

fulfillment\_company         STRING - Fulfillment company.

fulfillment\_branch          STRING - Fulfillment branch.

carrier                     STRING - Carrier.

order\_rating                INTEGER - On a 15 scale.

order\_review\_text           STRING - Order review text.

product\_name                STRING - Product name.

product\_sku                 STRING - Product SKU.

product\_sku\_base            STRING - The product SKU parent or template.

product\_type                STRING - Product type.

product\_is\_addon            BOOLEAN - Is product an addon.

product\_price               FLOAT - Gross product price before any discount or tax, typically what is displayed in product\_views.

product\_price\_net           FLOAT - Net sales amount per product, i.e., product\_price minus tax and discount (the accounting price).

product\_quantity            INTEGER - Product quantity.

product\_rating              INTEGER - On a 15 scale.

product\_review\_text         STRING - Product review text.

session\_id                  STRING - Session id.

subscription\_order\_id       STRING - Subscription order id.

page\_view\_id                STRING - Page view id.

page\_type                   STRING - Page type.

page\_language               STRING - Page language.

page\_title                  STRING - Meta title of the page.

url\_path                    STRING - URL without the querystring.

url\_host                    STRING - URL host.

url\_query                   STRING - URL query.

url\_fragment                STRING - URL fragment.

site\_search\_query           STRING - Site search query.

impression\_placement        STRING - Impression placement.

impression\_row              INTEGER - Impression row.

impression\_column           INTEGER - Impression column.

experiment                  STRING - Experiment.

experiment\_variant          STRING - Experiment variant.

campaign\_media\_type         STRING - Campaign media type.

campaign\_source             STRING - Campaign source.

campaign\_medium             STRING - Campaign medium.

campaign\_type               STRING - Campaign type.

campaign                    STRING - Campaign.

campaign\_content            STRING - Campaign content.

campaign\_keyword            STRING - Campaign keyword.

campaign\_search\_query       STRING - Campaign search query.

campaign\_click\_id           STRING - Campaign click id.

sales\_promotion\_campaign    STRING - Sales promotion campaign.

sales\_promotion\_campaign\_type STRING - Sales promotion campaign type.

sales\_promotion\_code        STRING - Sales promotion code.

sales\_promotion\_medium      STRING - Sales promotion medium.

sales\_promotion\_discount\_type STRING - Sales promotion discount type.

ticket\_id                   STRING - Ticket id.

ticket\_type                 STRING - Ticket type.

ticket\_text                 STRING - Ticket text.

ip\_address                  STRING - IP address.

user\_agent                  STRING - User agent.

ip\_number                   INTEGER - IP address represented as an integer.

ip\_continent                STRING - IP continent.

ip\_timezone                 STRING - IP timezone.

ip\_country\_code             STRING - IP country code.

ip\_country                  STRING - IP country.

ip\_province                 STRING - IP province.

ip\_county                   STRING - IP county.

ip\_town                     STRING - IP town.

ip\_postal\_code              STRING - IP postal code.

ip\_longitude                FLOAT - IP longitude.

ip\_latitude                 FLOAT - IP latitude.

ip\_organization             STRING - IP organization.

ip\_is\_proxy                 BOOLEAN - Is IP a proxy.

os\_family                   STRING - OS family.

os\_name                     STRING - OS name.

browser\_family              STRING - Browser family.

browser\_version             STRING - Browser version.

browser\_language            STRING - Browser language.

browser\_width               INTEGER - Width in pixels of the browser window.

browser\_height              INTEGER - Height in pixels of the browser window.

browser\_pixels              FLOAT - Total number of pixels, width and height of the browser divided by 1,000,000 (i.e., MegaPixels).

device\_type                 STRING - Device type.

device\_screen\_width         INTEGER - Width in pixels of the device screen.

device\_screen\_height        INTEGER - Height in pixels of the device screen.

device\_screen\_pixels        FLOAT - Total number of pixels, width and height of the device screen divided by 1,000,000 (i.e., MegaPixels).

order\_review\_id             STRING - Order review id.

product\_review\_id           STRING - Product review id.

review\_heading              STRING - Review heading.

review\_sentiment            FLOAT - Review sentiment score 0-1.

is\_verified                 BOOLEAN - Is the review done by a verified customer.

preference                  STRING - Marketing preference that customer has subscribed to.

preference\_medium           STRING - Marketing mediums subscribed to: email, sms.

preference\_frequency        STRING - How often can be marked to: daily, weekly, monthly.

preference\_delay\_from       DATE - Delay marketing from date.

preference\_delay\_to         DATE - Delay marketing to date.

preference\_unsubscribe\_reason STRING - Reason why customer has unsubscribed from marketing.

preference\_consent\_text     STRING - Text which user has consented to.

occasion                    STRING - Occasion.

gift\_card\_message           STRING - Gift card message.

event\_image\_url             STRING - Event image URL.

event\_video\_url             STRING - Event video URL.

mention\_comments\_count      INTEGER - Mention comments count.

mention\_id                  STRING - Mention id.

mention\_like\_count          INTEGER - Mention like count.

mention\_sentiment           FLOAT - Mention sentiment.

mention\_share\_count         INTEGER - Mention share count.

mention\_text                STRING - Mention text.

order\_review\_reply          STRING - Order review reply.

product\_review\_reply        STRING - Product review reply.

survey\_answer               STRING - Survey answer.

survey\_answer\_id            STRING - Survey answer id.

survey\_id                   STRING - Survey id.

survey\_options              STRING - Survey options.

survey\_question             STRING - Survey question.

survey\_question\_id          STRING - Survey question id.

survey\_question\_shown       BOOLEAN - Survey question shown.

survey\_question\_type        STRING - Survey question type.

survey\_response\_time        INTEGER - Survey response time.

survey\_response\_id          STRING - Survey response id.

survey\_status               STRING - Survey status.

count\_stacktome\_email\_sent  INTEGER - Count of Stacktome email sent.

email\_send\_type             STRING - Email send type.

ticket\_subject              STRING - Ticket subject.

ticket\_requester\_id         STRING - Ticket requester id.

ticket\_assignee\_id          STRING - Ticket assignee id.

ticket\_assignee\_email       STRING - Ticket assignee email.

ticket\_status               STRING - Ticket status.

ticket\_tags                 STRING - Ticket tags.

ticket\_fields               RECORD - Ticket fields.

ticket\_rating               INTEGER - Ticket rating.

ticket\_review\_text          STRING - Ticket review text.

campaign\_id                 STRING - Campaign id.

product\_cost                FLOAT - Product cost.

order\_total\_cost            FLOAT - Order total cost.