**Data Dictionary:**

1. **Sales/Store Table | StoreId**

Tells the Store Id (Unique Store Identifier), where the Customer purchased from. Mappable with the Store table using the same column name.

1. **Sales Table | PurchaseChannel**

Tells whether Customer purchased In Store or Online. Please note that Online here means Customer places the order online and the fulfilment happens from the Store Id mentioned

1. **Sales/Customer Table | CustomerId**

Tells the unique identifier for the Customer, mappable with the Customer Table using the same column name.

1. **Sales Table | DateId**

Transaction Date in the format YYYYMMDD (Integer)

1. **Sales Table | Sales & Quantity**

Total Sales Amount and Quantity by the Customer on that Date

1. **Customer Table | Profile**

A demographic and life stage-based Profile for each Customer.

1. **Mailable**

A tag of whether that Customer is e-mailable or not.

1. **CustLatitude**

Latitude of Customer’s Address

1. **CustLongitude**

Longitude of Customer’s Address

1. **FirstTransactionDate**

First Transaction Date when Customer shopped with the brand. Also in the format YYYYMMDD (Integer)

1. **StoreLatitude**

Latitude of Store’s Address

1. **StoreLongitude**

Longitude of Store’s Address

**KPI Definitions:**

1. **Sales & Quantity:**
2. **SPC/AOV/QPV/VPC/AUR/Visits**

Visits – One Visit is a purchase made by a Customer on a Day

SPC is Spend/Customer. Spend made by Customer within the period.

AOV is Average Order Value. Spend per Visit made by the Customer.

QPV is Quantity per Visit

VPC is Visits per Customer

AUR is Average Unit Retail or Average Price of the Product Sold, calculated as Spend per Quantity

1. **New Customer KPIs**

If the Customer has made their first transaction within the time period, all the KPIs for that time period for the Customer would be New Customer KPIs. New Customer KPIs are a subset of the Identified KPIs

1. **MultiChannel Customer**

Customers who have shopped both In Store and Online within the time period