QVC Data Dictionary – For 2015 Temple Analytics Challenge

Data Dictionary

File	Records
customer_master.csv	749,859
order_master.csv	4,725,771
product_master.csv	48,780
Product_airtime.csv	63,468
Email_campaign.csv	61
Social.csv	100,622

customer_master.csv

Field	Definition
CUSTOMER_ NBR	Identifier for a QVC customer
STATE	The state code of the customer address
ZIP_CODE	The zip code of the customer address
SHOPPER_SEGMENT_CODE	Code that represents a grouping/classification of a customer
EMAIL_HOLD_IND	Indicates that the customer has never been sent marketing emails
EMAIL_JANUARAY_ONLY_HOLD_IND	Indicates that the customer was withheld from emails in the month of January
NEW_CUSTOMER_IND	Indicates that the customer became a customer of QVC between 01-2015 and 03-2015

order_master.csv

Field	Definition
ORDER_NBR	Identifier for an order placed by a customer
ORDER_LINE_NBR	Line number for an order
CUSTOMER_NBR	Identifier for a QVC customer
PRODUCT_NBR	Identifier for a product sold by QVC
ORDER_PLATFORM	The platform in which the customer placed the order
ORDER_DATE	The date the order was placed
ORDER_TIME	The time the order was placed (24-HR)
TOTAL_LINE_AMT	The total amount charged to the customer for the order line

product_master.csv

Field	Definition
PRODUCT_NBR	Identifier for a product sold by QVC
PRODUCT_DESCRIPTION	The description about the product sold by QVC
PRODUCT_CATEGORY	The merchandising category the product is assigned
BRAND_NAME	The Brand name of the product

product_airtime.csv

Field	Definition
PRODUCT_NBR	Identifier for a product sold by QVC
ONAIR_DATE	The date the product was on air
ONAIR_START_TMS	The start time interval of the product on air
ONAIR_END_TMS	The end time interval of the product on air
ONAIR_MINS	The number of minutes during the time interval that the product was on air
HOST1	The host that was on air during the time interval
HOST2	The host that was on air during the time interval

email_campaign.csv

Fields	Definition
CAMPAIGN_DATE	The date the email campaign occurred
PRODUCT_CATEGORY	The product category for which the campaign is for. The campaign can be for a specific brand/product in the product category
CAMPAIGN_SPEND	The amount in dollars that was spent on the campaign.

Social.csv

Field	Definition
ID	Technical key
SOURCE_TYPE	The source of the social data
INTERACTION_DATE	The date and time the person interacted with the social platform
POST	The post/text that the person submitted to the social media platform
SENTIMENT	The view or attitude that was inferred from the post.