

Index	Name	Type	Description	Values
1	CONSUMER_ID	Integer	Unique identifier	[100000, 999999]
2	AGE	Integer	Age	[0,90] and NA
3	GENDER	Character	Gender	M=male, F=female, U=unknown
4	REGISTRATION_ROUTE	Character	Route taken to register	A through D
5	REGISTRATION_CONTEXT	Character	Source of registration	NA, A through Z, 0 through 3
6	REGISTRATION_DAYS	Integer	Days since registration	NA and [0, 1741]
7	OPTIN	Character	Has opted to receive marketing communications	NA, Y and N
8	IS_DELETED	Character	Flagged for deletion from database	Y and N
9	MIGRATED_USER_TYPE	Character	Source	NA, A through E
10	SOCIAL_AUTH_FACEBOOK	Character	Associated their Facebook account to login	Y and N
11	SOCIAL_AUTH_TWITTER	Character	Associated their Twitter account to login	Y and N
12	SOCIAL_AUTH_GOOGLE	Character	Associated their Google account to login	Y and N
13	PAGE_IMPRESSIONS	Integer	Number of pages viewed in timeperiod	[0, 25733]
14	SEARCH_EVENTS	Integer	Number of searches on website	[0,1081]
15	VISITS	Integer	Total visits to website	[1,6642]
16	VOD_VIEW_VISITS	Integer	Total visits to a video on demand page	[0,3718]
17	PAGE_IMPRESSION_VISITS	Integer	Total visits involving a page view	[0,5625]
18	SEARCH_EVENT_VISITS	Integer	Total vists involving a search event	[0,380]
19	TOTAL_DWELL	Integer	Total time spent on the site	[0,16247240]
20	VOD_VIEWS_DWELL	Integer	Total time spent during video viewing visits	[0,12623699]
21	PAGE_IMPRESSIONS_DWEL	Integer	Total time spent during page viewing visits	[0,10877171]
22	VIDEO_STOPS	Integer	Video stops (stopped the player)	[0,2951]
23	VIDEO_COMPLETIONS	Integer	Video completions (watched to end)	[0,1552]
24	MILESTONES_25	Integer	Video views watched at least 25%	[0,1731]
25	MILESTONES_50	Integer	Video views watched at least 50%	[0,1678]
26	MILESTONES_75	Integer	Video views watched at least 75%	[0,1616]
27	VIDEO_CRITICAL_ERRORS	Integer	Total critical video errors	[0,1697]
28	RESUME_NEWS	Integer	Instances of leaving resuming new	[0,644]
29	RESUME_PREVIOUS	Integer	Instances of leaving and resuming previous	[0,722]
30	BREAKFAST_PAGE_VIEWS	Integer	Page views during breakfast	[0,2275]
31	MORNING_PAGE_VIEWS	Integer	Page views during the morning	[0,4243]
32	LUNCHTIME_PAGE_VIEWS	Integer	Page views during lunch	[0,7517]
33	AFTERNOON_PAGE_VIEWS	Integer	Page views during the afternoon	[0,10282]
34	EARLY_PAGE_VIEWS	Integer	Page views during early peak hours	[0,3433]
35	LATE_PAGE_VIEWS	Integer	Page views during late peak hours	[0,5588]
36	POST_PAGE_VIEWS	Integer	Page views during post peak hours	[0,2747]
37	NIGHT_TIME_PAGE_VIEWS	Integer	Page views at night	[0,5424]
38	BREAKFAST_VISITS	Integer	Visits to website during breakfast	[0,347]
39	MORNING_VISITS	Integer	Visits to website during the morning	[0,323]
40	LUNCHTIME_VISITS	Integer	Visits to website during lunch	[0,333]
41	AFTERNOON_VISITS	Integer	Visits to website during the afternoon	[0,360]
42	EARLY_PEAK_VISITS	Integer	Visits to website during early peak hours	[0,458]
43	LATE_PEAK_VISITS	Integer	Visits to website during late peak hours	[0,859]
44	POST_PEAK_VISITS	Integer	Visits to website duing post peak hours	[0,420]
45	NIGHTTIME_VISITS	Integer	Visits to website during during the night	[0,499]
46	TOTAL_VIEWS	Integer	Total views of website	[0,6910]
47	WARD_WKDAY_1_2	Integer	Views during weekdays between 1 and 2 hours	[0,376]
48	WARD_WKDAY_3_9	Integer	Views during weekdays between 3 and 9 hours	[0,720]
49	WARD_WKDAY_10_16	Integer	Views during weekdays between 10 and 16 hours	[0,1093]
50	WARD_WKDAY_17_19	Integer	Views during weekdays between 17 and 19 hours	[0,785]
51	WARD_WKDAY_20_24	Integer	Views during weekdays between 20 and 24 hours	[0,1933]
52	WARD_WKEND_1_2	Integer	Views during weekends between 1 and 2 hours	[0,165]
53	WARD_WKEND_3_9	Integer	Views during weekends between 3 and 9 hours	[0,294]
54	WARD_WKEND_10_13	Integer	Views during weekends between 10 and 13 hours	[0,347]
55	WARD_WKEND_14_20	Integer	Views during weekends between 14 and 20 hours	[0,765]
56	WARD_WKEND_21_24	Integer	Views during weekends between 21 and 24 hours	[0,576]

Index	Name	Type	Description	Values
57	UNI_CLUSTER_1	Integer	Viewing of content cluster #01	[0,503]
58	UNI_CLUSTER_2	Integer	Viewing of content cluster #02	[0,236]
59	UNI_CLUSTER_3	Integer	Viewing of content cluster #03	[0,394]
60	UNI_CLUSTER_4	Integer	Viewing of content cluster #04	[0,715]
61	UNI_CLUSTER_5	Integer	Viewing of content cluster #05	[0,294]
62	UNI_CLUSTER_6	Integer	Viewing of content cluster #06	[0,1180]
63	UNI_CLUSTER_7	Integer	Viewing of content cluster #07	[0,597]
64	UNI_CLUSTER_8	Integer	Viewing of content cluster #08	[0,75]
65	UNI_CLUSTER_9	Integer	Viewing of content cluster #09	[0,188]
66	UNI_CLUSTER_10	Integer	Viewing of content cluster #10	[0,1273]
67	UNI_CLUSTER_11	Integer	Viewing of content cluster #11	[0,160]
68	UNI_CLUSTER_12	Integer	Viewing of content cluster #12	[0,231]
69	UNI_CLUSTER_13	Integer	Viewing of content cluster #13	[0,56]
70	UNI_CLUSTER_14	Integer	Viewing of content cluster #14	[0,336]
71	UNI_CLUSTER_15	Integer	Viewing of content cluster #15	[0,80]
72	UNI_CLUSTER_16	Integer	Viewing of content cluster #16	[0,131]
73	UNI_CLUSTER_17	Integer	Viewing of content cluster #17	[0,88]
74	UNI_CLUSTER_18	Integer	Viewing of content cluster #18	[0,562]
75	UNI_CLUSTER_19	Integer	Viewing of content cluster #19	[0,497]
76	UNI_CLUSTER_20	Integer	Viewing of content cluster #20	[0,279]
77	UNI_CLUSTER_21	Integer	Viewing of content cluster #21	[0,198]
78	UNI_CLUSTER_22	Integer	Viewing of content cluster #22	[0,171]
79	UNI_CLUSTER_23	Integer	Viewing of content cluster #23	[0,27]
80	UNI_CLUSTER_24	Integer	Viewing of content cluster #24	[0,1333]
81	UNI_CLUSTER_25	Integer	Viewing of content cluster #25	[0,59]
82	UNI_CLUSTER_26	Integer	Viewing of content cluster #26	[0,220]
83	UNI_CLUSTER_27	Integer	Viewing of content cluster #27	[0,135]
84	UNI_CLUSTER_28	Integer	Viewing of content cluster #28	[0,694]
85	UNI_CLUSTER_29	Integer	Viewing of content cluster #29	[0,368]
86	UNI_CLUSTER_30	Integer	Viewing of content cluster #30	[0,87]
87	UNI_CLUSTER_31	Integer	Viewing of content cluster #31	[0,628]
88	UNI_CLUSTER_32	Integer	Viewing of content cluster #32	[0,473]
89	UNI_CLUSTER_33	Integer	Viewing of content cluster #33	[0,751]
90	VIEWS_ON_WEBSITE	Integer	Views on website	[0,6910]
91	VIEWS_ON_IOS	Integer	Views on an iOS device	[0,1096]
92	VIEWS_ON_ANDROID	Integer	Views on an Android device	[0,772]
93	BREAKFAST_VIEWS	Integer	Views during breakfast	[0,631]
94	MORNING_VIEWS	Integer	Views during the morning	[0,621]
95	LUNCHTIME_VIEWS	Integer	Views during lunch	[0,658]
96	AFTERNOON_VIEWS	Integer	Views during the afternoon	[0,760]
97	EARLY_PEAK_VIEWS	Integer	Views during early peak hours	[0,979]
98	LATE_PEAK_VIEWS	Integer	Views during late peak hours	[0,2009]
99	POST_PEAK_VIEWS	Integer	Views duing post peak hours	[0,926]
100	NIGHT_TIME_VIEWS	Integer	Views during the night	[0,1059]
101	CATCHUP_VIEWS	Integer	Catch-up views	[0,2196]
102	ARCHIVE_VIEWS	Integer	Views of archived programs	[0,4679]
103	VIEWS_MAIN	Integer	Main views	[0,548]
104	VIEWS_AFF1	Integer	Views of affiliate 1	[0,5590]
105	VIEWS_AFF2	Integer	Views of affiliate 2	[0,185]
106	VIEWS_AFF3	Integer	Views of affiliate 3	[0,1612]
107	VIEWS_AFF4	Integer	Views of affilaite 4	[0,95]
108	OTHER_VIEWS	Integer	Other views	[0,406]
109	FLAG_WARD_WKDAY_1_2	Integer	Views during weekdays between 1 and 2 hours (indicator)	0 and 1
110	FLAG_WARD_WKDAY_3_9	Integer	Views during weekdays between 3 and 9 hours (indicator)	0 and 1
111	FLAG_WARD_WKDAY_10_16	Integer	Views during weekdays between 10 and 16 hours (indicator)	0 and 1
112	FLAG_WARD_WKDAY_17_19	Integer	Views during weekdays between 17 and 19 hours (indicator)	0 and 1

Index	Name	Type	Description	Values
113	FLAG_WARD_WKDAY_20_24	Integer	Views during weekdays between 20 and 24 hours (indicator)	0 and 1
114	FLAG_WARD_WKEND_1_2	Integer	Views during weekends between 1 and 2 hours (indicator)	0 and 1
115	FLAG_WARD_WKEND_3_9	Integer	Views during weekends between 3 and 9 hours (indicator)	0 and 1
116	FLAG_WARD_WKEND_10_13	Integer	Views during weekends between 10 and 13 hours (indicator)	0 and 1
117	FLAG_WARD_WKEND_14_20	Integer	Views during weekends between 14 and 20 hours (indicator)	0 and 1
118	FLAG_WARD_WKEND_21_24	Integer	Views during weekends between 21 and 24 hours (indicator)	0 and 1
119	FLAG_UNI_CLUSTER_1	Integer	Viewing of content cluster (group of shows) #01	0 and 1
120	FLAG_UNI_CLUSTER_2	Integer	Viewing of content cluster #02	0 and 1
121	FLAG_UNI_CLUSTER_3	Integer	Viewing of content cluster #03	0 and 1
122	FLAG_UNI_CLUSTER_4	Integer	Viewing of content cluster #04	0 and 1
123	FLAG_UNI_CLUSTER_5	Integer	Viewing of content cluster #05	0 and 1
124	FLAG_UNI_CLUSTER_6	Integer	Viewing of content cluster #06	0 and 1
125	FLAG_UNI_CLUSTER_7	Integer	Viewing of content cluster #07	0 and 1
126	FLAG_UNI_CLUSTER_8	Integer	Viewing of content cluster #08	0 and 1
127	FLAG_UNI_CLUSTER_9	Integer	Viewing of content cluster #09	0 and 1
128	FLAG_UNI_CLUSTER_10	Integer	Viewing of content cluster #10	0 and 1
129	FLAG_UNI_CLUSTER_11	Integer	Viewing of content cluster #11	0 and 1
130	FLAG_UNI_CLUSTER_12	Integer	Viewing of content cluster #12	0 and 1
131	FLAG_UNI_CLUSTER_13	Integer	Viewing of content cluster #13	0 and 1
132	FLAG_UNI_CLUSTER_14	Integer	Viewing of content cluster #14	0 and 1
133	FLAG_UNI_CLUSTER_15	Integer	Viewing of content cluster #15	0 and 1
134	FLAG_UNI_CLUSTER_16	Integer	Viewing of content cluster #16	0 and 1
135	FLAG_UNI_CLUSTER_17	Integer	Viewing of content cluster #17	0 and 1
136	FLAG_UNI_CLUSTER_18	Integer	Viewing of content cluster #18	0 and 1
137	FLAG_UNI_CLUSTER_19	Integer	Viewing of content cluster #19	0 and 1
138	FLAG_UNI_CLUSTER_20	Integer	Viewing of content cluster #20	0 and 1
139	FLAG_UNI_CLUSTER_21	Integer	Viewing of content cluster #21	0 and 1
140	FLAG_UNI_CLUSTER_22	Integer	Viewing of content cluster #22	0 and 1
141	FLAG_UNI_CLUSTER_23	Integer	Viewing of content cluster #23	0 and 1
142	FLAG_UNI_CLUSTER_24	Integer	Viewing of content cluster #24	0 and 1
143	FLAG_UNI_CLUSTER_25	Integer	Viewing of content cluster #25	0 and 1
144	FLAG_UNI_CLUSTER_26	Integer	Viewing of content cluster #26	0 and 1
145	FLAG_UNI_CLUSTER_27	Integer	Viewing of content cluster #27	0 and 1
146	FLAG_UNI_CLUSTER_28	Integer	Viewing of content cluster #28	0 and 1
147	FLAG_UNI_CLUSTER_29	Integer	Viewing of content cluster #29	0 and 1
148	FLAG_UNI_CLUSTER_30	Integer	Viewing of content cluster #30	0 and 1
149	FLAG_UNI_CLUSTER_31	Integer	Viewing of content cluster #31	0 and 1
150	FLAG_UNI_CLUSTER_32	Integer	Viewing of content cluster #32	0 and 1
151	FLAG_UNI_CLUSTER_33	Integer	Viewing of content cluster #33	0 and 1
152	FLAG_WEBSITE	Integer	Viewed on website	0 and 1
153	FLAG_IOS	Integer	Viewed on an iOS device	0 and 1
154	FLAG_ANDROID	Integer	Viewed on an Android device	0 and 1
155	FLAG_BREAKFAST_VIEWS	Integer	Viewed during breakfast indicator	0 and 1
156	FLAG_MORNING_VIEWS	Integer	Viewed during the morning indicator	0 and 1
157	FLAG_LUNCHTIME_VIEWS	Integer	Viewed during lunch indicator	0 and 1
158	FLAG_AFTERNOON_VIEWS	Integer	Viewed during the afternoon indicator	0 and 1
159	FLAG_EARLY_PEAK_VIEWS	Integer	Viewed during early peak hours indicator	0 and 1
160	FLAG_LATE_PEAK_VIEWS	Integer	Viewed during late peak hours indicator	0 and 1
161	FLAG_POST_PEAK_VIEWS	Integer	Viewed during post peak hours indicator	0 and 1
162	FLAG_NIGHT_TIME_VIEWS	Integer	Viewed during the night indicator	0 and 1
163	FLAG_CATCHUP_VIEWS	Integer	Catch-up views indicator	0 and 1
164	FLAG_ARCHIVE_VIEWS	Integer	Views of archived content indicator	0 and 1
165	FLAG_MAIN	Integer	Main views (indicator)	0 and 1
166	FLAG_AFF1	Integer	Views of affiliate 1 (indicator)	0 and 1
167	FLAG_AFF2	Integer	Views of affiliate 2 (indicator)	0 and 1
168	FLAG_AFF3	Integer	Views of affiliate 3 (indicator)	0 and 1

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169	FLAG_AFF4	Integer	Views of affiliate 4 (indicator)	0 and 1
170	FLAG_OTHER_VIEWS	Integer	Other views (indicator)	0 and 1
171	PROP_WARD_WKDAY_1_2	Float	proportion between weekdays 1 to 2	[0.0, 1.0]
172	PROP_WARD_WKDAY_3_9	Float	Proportion between weekdays 3 to 9	[0.0, 1.0]
173	PROP_WARD_WKDAY_10_16	Float	Proportion between weekdays 10 to 16	[0.0, 1.0]
174	PROP_WARD_WKDAY_17_19	Float	Proportion between weekdays 17 to 19	[0.0, 1.0]
175	PROP_WARD_WKDAY_20_24	Float	Proportion between weekdays 20 to 24	[0.0, 1.0]
176	PROP_WARD_WKEND_1_2	Float	Proportion between weekends 1 to 2	[0.0, 1.0]
177	PROP_WARD_WKEND_3_9	Float	Proportion between weekends 3 to 9	[0.0, 1.0]
178	PROP_WARD_WKEND_10_13	Float	Proportion between weekends 10 to 13	[0.0, 1.0]
179	PROP_WARD_WKEND_14_20	Float	Proportion between weekends 14 to 20	[0.0, 1.0]
180	PROP_WARD_WKEND_21_24	Float	Proportion between weekends 21 to 24	[0.0, 1.0]
181	PROP_UNI_CLUSTER_1	Float	Proportion of viewing from content cluster #01	[0.0, 1.0]
182	PROP_UNI_CLUSTER_2	Float	Proportion of viewing from content cluster #02	[0.0, 1.0]
183	PROP_UNI_CLUSTER_3	Float	Proportion of viewing from content cluster #03	[0.0, 1.0]
184	PROP_UNI_CLUSTER_4	Float	Proportion of viewing from content cluster #04	[0.0, 1.0]
185	PROP_UNI_CLUSTER_5	Float	Proportion of viewing from content cluster #05	[0.0, 1.0]
186	PROP_UNI_CLUSTER_6	Float	Proportion of viewing from content cluster #06	[0.0, 1.0]
187	PROP_UNI_CLUSTER_7	Float	Proportion of viewing from content cluster #07	[0.0, 1.0]
188	PROP_UNI_CLUSTER_8	Float	Proportion of viewing from content cluster #08	[0.0, 1.0]
189	PROP_UNI_CLUSTER_9	Float	Proportion of viewing from content cluster #09	[0.0, 1.0]
190	PROP_UNI_CLUSTER_10	Float	Proportion of viewing from content cluster #10	[0.0, 1.0]
191	PROP_UNI_CLUSTER_11	Float	Proportion of viewing from content cluster #11	[0.0, 1.0]
192	PROP_UNI_CLUSTER_12	Float	Proportion of viewing from content cluster #12	[0.0, 1.0]
193	PROP_UNI_CLUSTER_13	Float	Proportion of viewing from content cluster #13	[0.0, 1.0]
194	PROP_UNI_CLUSTER_14	Float	Proportion of viewing from content cluster #14	[0.0, 1.0]
195	PROP_UNI_CLUSTER_15	Float	Proportion of viewing from content cluster #15	[0.0, 1.0]
196	PROP_UNI_CLUSTER_16	Float	Proportion of viewing from content cluster #16	[0.0, 1.0]
197	PROP_UNI_CLUSTER_17	Float	Proportion of viewing from content cluster #17	[0.0, 1.0]
198	PROP_UNI_CLUSTER_18	Float	Proportion of viewing from content cluster #18	[0.0, 1.0]
199	PROP_UNI_CLUSTER_19	Float	Proportion of viewing from content cluster #19	[0.0, 1.0]
200	PROP_UNI_CLUSTER_20	Float	Proportion of viewing from content cluster #20	[0.0, 1.0]
201	PROP_UNI_CLUSTER_21	Float	Proportion of viewing from content cluster #21	[0.0, 1.0]
202	PROP_UNI_CLUSTER_22	Float	Proportion of viewing from content cluster #22	[0.0, 1.0]
203	PROP_UNI_CLUSTER_23	Float	Proportion of viewing from content cluster #23	[0.0, 1.0]
204	PROP_UNI_CLUSTER_24	Float	Proportion of viewing from content cluster #24	[0.0, 1.0]
205	PROP_UNI_CLUSTER_25	Float	Proportion of viewing from content cluster #25	[0.0, 1.0]
206	PROP_UNI_CLUSTER_26	Float	Proportion of viewing from content cluster #26	[0.0, 1.0]
207	PROP_UNI_CLUSTER_27	Float	Proportion of viewing from content cluster #27	[0.0, 1.0]
208	PROP_UNI_CLUSTER_28	Float	Proportion of viewing from content cluster #28	[0.0, 1.0]
209	PROP_UNI_CLUSTER_29	Float	Proportion of viewing from content cluster #29	[0.0, 1.0]
210	PROP_UNI_CLUSTER_30	Float	Proportion of viewing from content cluster #30	[0.0, 1.0]
211	PROP_UNI_CLUSTER_31	Float	Proportion of viewing from content cluster #31	[0.0, 1.0]
212	PROP_UNI_CLUSTER_32	Float	Proportion of viewing from content cluster #32	[0.0, 1.0]
213	PROP_UNI_CLUSTER_33	Float	Proportion of viewing from content cluster #33	[0.0, 1.0]
214	PROP_WEBSITE	Float	Proproton of viewing from website	[0.0, 1.0]
215	PROP_IOS	Float	Proportion of viewing on apple ios device(s)	[0.0, 1.0]
216	PROP_ANDROID	Float	Proportion of viewing on android device(s)	[0.0, 1.0]
217	PROP_BREAKFAST_VIEWS	Float	Proportion of breakfast views	[0.0, 1.0]
218	PROP_MORNING_VIEWS	Float	Proportion of morning views	[0.0, 1.0]
219	PROP_LUNCHTIME_VIEWS	Float	Proportion of lunchtime views	[0.0, 1.0]
220	PROP_AFTERNOON_VIEWS	Float	Proportion of afternoon views	[0.0, 1.0]
221	PROP_EARLY_PEAK_VIEWS	Float	Proportion of early peak times views	[0.0, 1.0]
222	PROP_LATE_PEAK_VIEWS	Float	Proportion of late peak times views	[0.0, 1.0]
223	PROP_POST_PEAK_VIEWS	Float	Proportion of post peak times views	[0.0, 1.0]
224	PROP_NIGHT_TIME_VIEWS	Float	Proportion of night time views	[0.0, 1.0]

Index	Name	Type	Description	Values
225	PROP_CATCHUP_VIEWS	Float	Proportion of catch-up views	[0.0, 1.0]
226	PROP_ARCHIVE_VIEWS	Float	Proportion of views of archived content	[0.0, 1.0]
227	PROP_MAIN	Float	Proportion of Main views	[0.0, 1.0]
228	PROP_AFF1	Float	Proportion of views from affiliate 1	[0.0, 1.0]
229	PROP_AFF2	Float	Proportion of views from affiliate 2	[0.0, 1.0]
230	PROP_AFF3	Float	Proportion of views from affiliate 3	[0.0, 1.0]
231	PROP_AFF4	Float	Proportion of views from affiliate 4	[0.0, 1.0]
232	PROP_OTHER_VIEWS	Float	Proportion of views from "other" sources	[0.0, 1.0]
233	PLATFORM_CENTRE	Integer	Cluster membership from platform clustering	NA, 1, 2 and 3
234	TOD_CENTRE	Integer	Cluster membership from time of day clustering	NA, 1, 2, 3 and 4
235	CONTENT_CENTRE	Integer	Cluster membership from content type clustering	NA, 1 to 16
236	INTEREST_BEAUTY	Integer	Viewer interest in beauty	NA, 0 and 1
237	INTEREST_TECHNOLOGY	Integer	Viewer interest in technology	NA, 0 and 1
238	INTEREST_FASHION	Integer	Viewer interest in fashion	NA, 0 and 1
239	INTEREST_COOKING	Integer	Viewer interest in cooking	NA, 0 and 1
240	INTEREST_HOME	Integer	Viewer interest in the home	NA, 0 and 1
241	INTEREST_QUALITY	Integer	Viewer interest in quality	NA, 0 and 1
242	INTEREST_DEALS	Integer	Viewer interest in deals	NA, 0 and 1
243	INTEREST_GREEN	Integer	Viewer interest in green/environment	NA, 0 and 1
244	DEMO_X	Integer	In Demographic X	0 = false and 1 = true