

Data

The data in this project is a variation of the data used in the previous project.

Kafka Program Viewing Data

A variation of the viewing data you saw in project 1.

- `device_id` - Globally unique device identifier.
- `event_date` - Date viewing event occurred (Local) YYYYMMDD.
- `event_time` - Time viewing event occurred (Local) HHMMSS.
- `station_num` - Station ID number
- `prog_code` - Unique program identifier.
- `household_id` - The unique and persistent identifier for the household that the device belongs to.

Sub Demographic Data

Contains a wide variety of household characteristics information (a smaller version of the data you saw in project 1)

- `household_id` - The unique and persistent identifier for the household.
- `household_size` - Number of people residing in the household.
- `num_adults` - Number of adults residing in the household.
- `num_generations` - Number of Generations in Household.
- `marital_status` - Code indicating marital status of the head of household.
- `race_code` - Code to indicate the race of the head of household.
- `dwelling_type` - Dwelling type indicator code.
- `home_owner_status` - Home owner/renter code.
- `length_residence` - Length of time in years that the head of household has lived in the household.
- `home_market_value` - Value of the household.
- `net_worth` - Net worth of the household.
- `education_highest` - Code that indicates the highest level of education.
- `gender_individual` - Gender of the individual used to identify the household.