Common Column Names in Sales Data

When working with sales forecasting, you'll encounter various column names across different datasets. This guide helps you understand what to expect and how our script handles them.

Date Columns

Date columns represent when a sale or transaction occurred:

Common Names	Description
`date`, `dt`	Generic date column
`order_date`, `orderdate`, `ord_date`	When an order was placed
`invoice_date`, `invoicedate`	When an invoice was generated
`transaction_date`, `transdate`	When a transaction occurred
`sale_date`, `saledate`	When a sale was recorded
`ship_date`, `shipdate`	When products were shipped
`delivery_date`	When products were delivered
`purchase_date`	When a purchase was made

Sales/Revenue Columns

Sales columns represent the monetary value of transactions:

Common Names	Description
`sales`, `sale`	Direct sales amount
`revenue`, `rev`	Revenue generated
`total_sales`, `totalsales`	Total sales amount
`sales_amount`, `salesamt`	Sales amount
`gross_sales`	Sales before deductions
`net_sales`	Sales after deductions
`sales_value`, `salesval`	Value of sales
`income`, `turnover`	Revenue terms
`transaction_value`, `transvalue`	Value of transactions
`order_value`, `ordervalue`	Value of orders
`order_amount`, `orderamt`	Amount of orders
`gp`, `gross_profit`	Gross profit
`net_profit`, `netprofit`	Net profit

Quantity Columns

Quantity columns represent the number of items sold:

Common Names	Description
`quantity`, `qty`	Number of items
`order_qty`, `orderqty`, `ord_qty`	Quantity ordered
`units`, `unit_count`	Number of units
`count`, `item_count`	Count of items
`volume`, `vol`	Volume of goods
`pieces`, `pcs`	Number of pieces
`num_items`, `numitems`	Number of items

Price Columns

Price columns represent the cost per unit:

Common Names	Description
`price`, `unit_price`, `unitprice`	Price per unit
`price_per_unit`, `ppu`	Price per unit
`rate`, `cost`, `unit_cost`, `unitcost`	Cost per unit
`amount`, `amt`	Amount per unit
`item_price`, `item_cost`	Price/cost per item
`price_per_item`	Price per item

Discount Columns

Discount columns represent reductions in price:

Common Names	Description
discount, disc	Discount percentage
discount_rate, discountrate	Rate of discount
discount_percent, discountpct	Percentage discount
discount_pct	Percentage discount
disc_rate, disc_pct	Discount rate/percentage
discount_value, discountvalue	Monetary value of discount
discount_amount, discountamt	Amount of discount
discount_amt, disc_value	Amount of discount
discval, discount_dollars	Value of discount
rebate_amount, rebate_rate	Rebate information
promo_value, promo_amount	Promotional discount value
promo_rate, promo_discount	Promotional discount rate

Customer Information

Customer columns provide information about the buyer:

Common Names	Description
customer_id, customerid, cust_id	Customer identifier
customer, customer_name, custname	Customer name
account_id, account, acct	Account identifier
client_id, client	Client identifier/name
segment, customer_segment	Customer segment
customer_type, custtype	Type of customer
loyalty_level, loyalty	Loyalty program level

Product Information

Product columns describe what was sold:

Common Names	Description
product_id, productid, prod_id	Product identifier
product, product_name, prodname	Product name
sku, item_id, itemid	Stock keeping unit
category, product_category	Product category
subcategory, sub_category	Product subcategory
department, dept	Department
brand, manufacturer	Brand/manufacturer
model, style	Model/style information

Location Information

Location columns describe where the sale occurred:

Common Names	Description
store_id, storeid	Store identifier
store, store_name	Store name
location, loc	Location name
region, area	Regional information
country, state, city	Geographic location
market, territory	Market area
zip, postal_code, postalcode	Postal code

Order Status and Processing

Order status columns track the state of transactions:

Common Names	Description
`order_id`, `orderid`, `ord_id`	Order identifier
`order_status`, `orderstatus`	Status of the order
`order_priority`, `priority`	Priority level
`transaction_id`, `transid`	Transaction identifier
`invoice_no`, `invoiceno`	Invoice number
`po_number`, `pono`	Purchase order number
`shipping_mode`, `shipmode`	Shipping method
`shipping_cost`, `shipcost`	Cost of shipping

Time-based Information

Additional time columns may provide more granular time information:

Common Names	Description
`year`, `yr`	Year of transaction
`quarter`, `qtr`, `q`	Quarter (Q1-Q4)
`month`, `mon`, `mo`	Month
`week`, `wk`	Week
`day`, `day_of_week`, `dow`	Day/day of week
`hour`, `hr`	Hour of transaction
`time_of_day`	Time of day
`season`	Season (spring, summer, etc.)

Payment Information

Payment columns describe how the transaction was paid for:

Common Names	Description
`payment_method`, `paymethod`	Method of payment
`payment_type`, `paytype`	Type of payment
`card_type`	Type of card used
`payment_status`, `paystatus`	Status of payment
`currency`, `curr`	Currency used
`exchange_rate`	Exchange rate

Marketing and Promotion

Marketing columns track promotional activities:

Common Names	Description
`campaign_id`, `campaignid`	Campaign identifier
`promotion_id`, `promoid`	Promotion identifier
`promotion`, `promo`	Promotion name
`channel`, `marketing_channel`	Marketing channel
`source`, `lead_source`	Source of lead
`ad_id`, `adid`	Advertisement identifier
`coupon_code`, `couponcode`	Coupon code used

Profit and Cost Metrics

Financial metrics that may be present:

Common Names	Description
`profit`, `profit_amount`	Profit amount
`margin`, `profit_margin`	Profit margin
`cost`, `total_cost`	Cost amount
`cogs`	Cost of goods sold
`overhead`	Overhead costs
`tax`, `tax_amount`	Tax amount
`commission`	Commission amount

Return and Refund Information

Information about returns and refunds:

Common Names	Description
`return_qty`, `returnqty`	Quantity returned
`return_amount`, `returnamt`	Amount returned
`refund_amount`, `refundamt`	Amount refunded
`return_reason`	Reason for return
`return_date`	Date of return
`refund_date`	Date of refund

Industry-specific Columns

Some industry-specific columns you may encounter:

Retail

- `basket_id`, `basketid` - Shopping basket identifier

- `basket_size` - Number of items in basket
- `store_format` - Format of the store
- `department` - Department within store
- `aisle` - Aisle location

E-commerce

- `session_id`, `sessionid` - Web session identifier
- `click_through_rate`, `ctr` - Click-through rate
- `conversion_rate` - Conversion rate
- `page_views` - Number of page views
- `cart_abandonment` - Cart abandonment flag

B2B

- `contract_id`, `contractid` - Contract identifier
- `account_manager` - Account manager name
- `deal_size` - Size of the deal
- `sales_cycle` - Length of sales cycle
- `renewal_date` - Contract renewal date

Subscription

- `subscription_id`, `subid` - Subscription identifier
- `plan_type`, `plan` - Type of subscription plan
- `mrr` - Monthly recurring revenue
- `churn_rate` - Rate of customer loss

- `ltv` - Lifetime value of customer

Additional Transaction Details

More detailed transaction information:

Common Names	Description
`line_item_id`, `lineid`, `line_id`	Identifier for individual line items
`backorder_qty`, `backorderqty`	Quantity on backorder
`min_qty`, `max_qty`	Minimum/maximum quantity thresholds
`avg_order_value`, `aov`	Average order value
`frequency`, `purchase_frequency`	Purchase frequency
`recency`, `days_since_purchase`	Days since last purchase
`transaction_type`, `trans_type`	Type of transaction
`fulfillment_status`	Status of order fulfillment
`allocation_status`	Status of inventory allocation

Financial Metrics

Additional financial measurements:

Common Names	Description
`gmv`	Gross merchandise value
`arr`	Annual recurring revenue
`cac`	Customer acquisition cost
`clv`, `ltv`	Customer lifetime value
`roi`	Return on investment
`cpa`, `cpc`, `cpm`	Cost per acquisition/click/thousand
`contribution_margin`	Contribution margin
`breakeven_point`	Break-even point
`markup`, `markup_pct`	Markup percentage
`cash_discount`	Cash discount
`trade_discount`	Trade discount
`credit_terms`	Credit terms
`payment_terms`	Payment terms

Inventory Management

Inventory-related columns:

Common Names	Description
`stock_level`, `stocklevel`	Current stock level
`reorder_point`	Point at which to reorder
`lead_time`	Time between ordering and receiving
`safety_stock`	Reserve inventory
`inventory_turnover`	Rate of inventory usage
`days_of_supply`, `dos`	Days of supply
`on_hand_qty`, `onhandqty`	Quantity on hand
`allocated_qty`, `allocatedqty`	Quantity allocated
`available_qty`, `availqty`	Quantity available
`wip`	Work in progress
`stock_status`	Status of stock
`bin_location`	Storage bin location
`warehouse_id`, `warehouseid`	Warehouse identifier

Marketing Metrics

Marketing-related data:

Common Names	Description
`utm_source`, `utm_medium`, `utm_campaign`	UTM tracking parameters
`attribution_channel`	Attribution channel
`first_touch`, `last_touch`	Attribution touchpoints
`engagement_score`	Customer engagement metric
`nps`	Net promoter score
`customer_sat`, `csat`	Customer satisfaction score
`influenced_revenue`	Revenue influenced by marketing
`acquisition_source`	Source of customer acquisition
`acquisition_cost`	Cost of customer acquisition
`click_rate`, `open_rate`	Email marketing metrics
`conversion_rate`	Rate of conversions
`bounce_rate`	Rate of site bounces
`campaign_effectiveness`	Effectiveness of campaign

Time-series Specific

Time-related columns:

Common Names	Description
`fiscal_year`, `fiscalyear`, `fy`	Fiscal year
`fiscal_quarter`, `fiscalqtr`	Fiscal quarter
`season_index`, `seasonidx`	Seasonal indicator
`holiday_flag`	Holiday indicator
`weekday_weekend`	Weekday/weekend indicator
`business_days`	Business days count
`calendar_year`, `calyear`	Calendar year
`iso_week`, `isoweek`	ISO week number
`period`, `financial_period`	Financial period
`day_of_month`, `dom`	Day of month
`day_of_year`, `doy`	Day of year
`peak_flag`	Peak period indicator
`off_peak_flag`	Off-peak period indicator

Manufacturing/Production

Manufacturing-specific columns:

Common Names	Description
`production_cost`	Cost of production
`labor_cost`	Cost of labor
`material_cost`	Cost of materials
`batch_id`, `batchid`	Production batch identifier
`run_time`	Production run time
`machine_id`, `machineid`	Machine identifier
`work_center`, `workcenter`	Work center
`production_line`	Production line
`scrap_qty`, `scrapqty`	Quantity scrapped
`yield_pct`	Yield percentage
`efficiency_rate`	Efficiency rate
`downtime`	Machine downtime
`setup_time`	Setup time
`cycle_time`	Production cycle time

Logistics & Shipping

Shipping and logistics data:

Common Names	Description
`delivery_days`	Days to deliver
`shipping_weight`	Weight of shipment
`distance`	Shipping distance
`carrier_id`, `carrierid`	Shipping carrier identifier
`tracking_number`	Shipment tracking number
`freight_cost`	Cost of freight
`handling_cost`	Cost of handling
`zone`	Shipping zone
`shipping_method`	Method of shipping
`delivery_route`	Delivery route
`estimated_arrival`	Estimated arrival date
`actual_arrival`	Actual arrival date
`transit_time`	Time in transit
`package_dimensions`	Dimensions of package

Customer Behavior

Customer behavior metrics:

Common Names	Description
`cart_value`	Value of items in cart
`browsing_time`	Time spent browsing
`search_term`	Search terms used
`device_type`	Device used (mobile, desktop)
`repeat_purchase`	Repeat purchase flag
`days_between_orders`	Days between orders
`site_visits`	Number of site visits
`add_to_cart_rate`	Rate of cart additions
`cart_abandonment_rate`	Rate of cart abandonment
`wishlist_items`	Items in wishlist
`referral_source`	Source of referral
`time_on_page`	Time spent on page
`session_duration`	Duration of session
`login_frequency`	Frequency of logins

Service Industry

Service-specific columns:

Common Names	Description
`service_id`, `serviceid`	Service identifier
`duration`	Duration of service
`billable_hours`	Billable hours
`utilization_rate`	Resource utilization
`consultant_id`, `consultantid`	Consultant identifier
`service_level`, `sla`	Service level agreement
`project_id`, `projectid`	Project identifier
`milestone`	Project milestone
`task_id`, `taskid`	Task identifier
`effort_hours`	Hours of effort
`resource_allocation`	Allocation of resources
`billable_rate`	Billable rate
`service_type`	Type of service
`skill_level`	Level of skill required

International Trade

International business columns:

Common Names	Description
`tariff_code`, `hts_code`	Tariff classification code
`duty_amount`	Import/export duty
`incoterm`	International commercial term
`port_of_entry`	Entry port
`customs_value`	Value for customs
`origin_country`	Country of origin
`destination_country`	Country of destination
`export_license`	Export license number
`import_license`	Import license number
`certificate_of_origin`	Certificate of origin
`exchange_rate`	Currency exchange rate
`landed_cost`	Total landed cost
`vat`, `value_added_tax`	Value-added tax
`export_control_class`	Export control classification

Other Common Columns

Miscellaneous columns that may appear:

Common Names	Description
`id`, `record_id`	Record identifier
`rowid`, `row_id`	Row identifier
`timestamp`, `ts`	Timestamp of record
`notes`, `comments`	Additional information
`status`	Status information
`flag`, `indicator`	Flag or indicator field
`version`, `revision`	Version information
`created_date`, `createdate`	Date record was created
`modified_date`, `modifydate`	Date record was modified
`created_by`, `creator`	User who created record
`modified_by`, `modifier`	User who modified record
`active_flag`, `isactive`	Flag indicating if record is active
`deleted_flag`, `isdeleted`	Flag indicating if record is deleted
`source_system`	System record originated from
`batch_id`, `batch_num`	Processing batch identifier
`error_code`, `error_msg`	Error information

Our script is designed to intelligently identify and handle these various column formats, automatically calculating total sales when necessary and accounting for discounts to provide the most accurate forecasting possible.