# QVC Data Dictionary

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. |