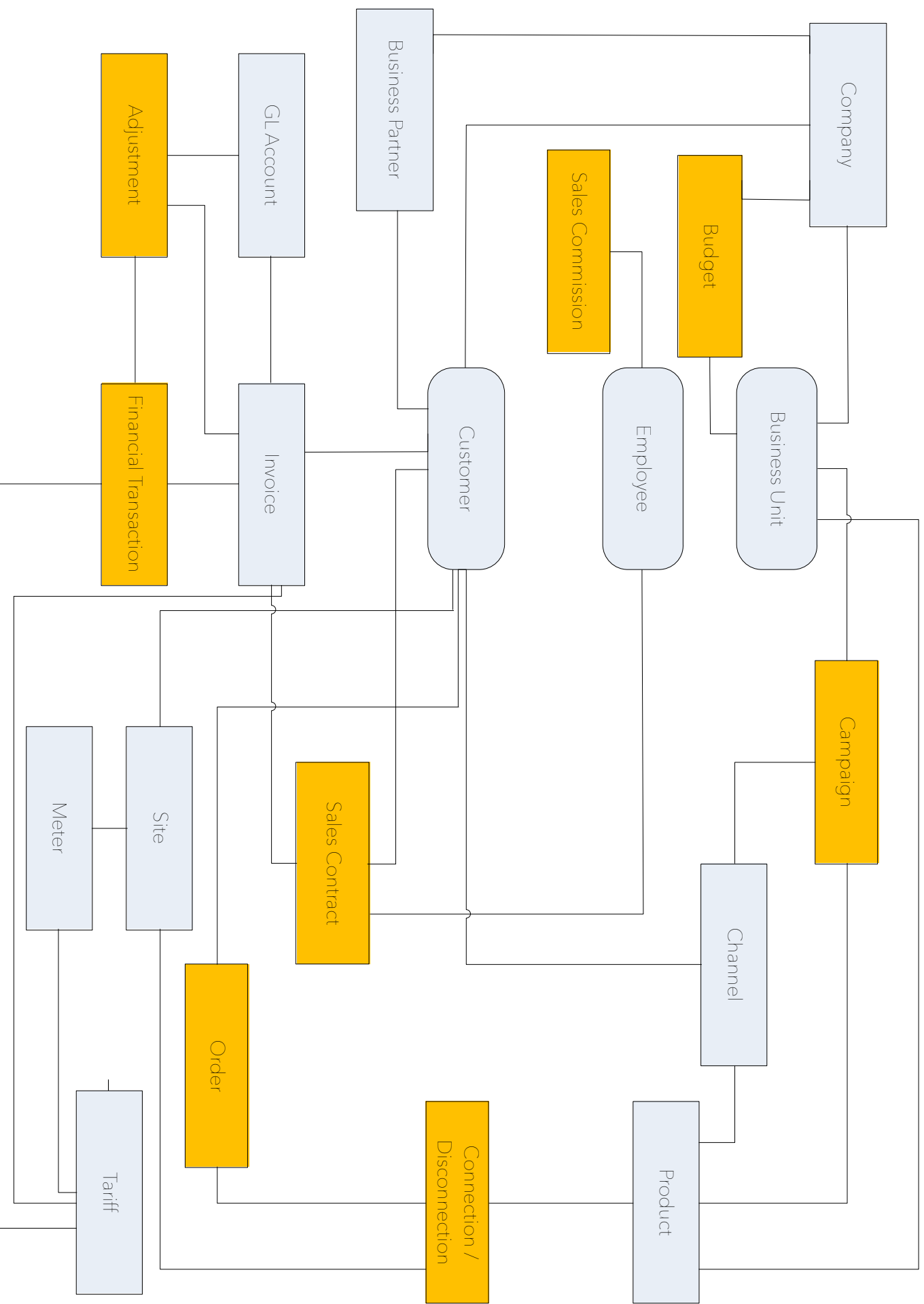


# CONCEPTUAL DATA MODEL - MARCH 2014



# CUSTOMER MODEL

## Account Dimension

#1 Account Id [PK]  
#1 Account Key [NK]  
#1 Account Code  
#1 Postal Address Line 1  
#1 Postal Suburb  
#1 Postal Postcode  
#1 Postal State  
#1 Account Status  
#1 Account Creation Date  
#2 Account Closed Date  
#2 Credit Control Status  
#2 Credit Control Category  
#2 Invoice Delivery Method  
#2 Payment Method  
#1 My Account Status

Category: Type 2  
Partitioned: No  
Num records: 1.5 M

## Service Dimension

#2 Service Id [PK]  
#2 Service Key [NK]  
#2 Market Identifier  
#2 Service Type

Category: Type 2  
Partitioned: No  
Num records: 1.6 M

## Contract Fact

#2 Account Id [FK]  
#2 Service Id [FK]  
#2 Product Id [FK]  
#2 Contract Start Date Id [FK]  
#2 Contract End Date Id [FK]  
#2 Contract Terminated Date Id [FK]  
#2 Contract Status  
#2 Contract Key  
#2 Contract Counter (=1)

Category: Factless  
Grain: Relationship  
Partitioned: No  
Num records: 2.3 M

## Product Dimension

#2 Product Id [PK]  
#2 Product Key [NK]  
#2 Product Name  
#2 Product Desc  
#2 Product Type

Category: Type 1  
Partitioned: No  
Num records: 20

## Customer Dimension

#1 Customer Id [PK]  
#1 Customer Key [NK]  
#1 Customer Code  
#1 Title  
#1 First Name  
#1 Middle Initial  
#1 Last Name  
#1 Party Name  
#1 Postal Address Line 1  
#1 Postal Suburb  
#1 Postal Postcode  
#1 Postal State  
#1 Residential Address Line 1  
#1 Residential Suburb  
#1 Residential Postcode  
#1 Residential State  
#1 Primary Phone  
#1 Primary Phone Type  
#1 Secondary Phone  
#1 Secondary Phone Type  
#1 Mobile Phone  
#1 Email  
#1 Date Of Birth  
#1 Customer Type  
#1 Customer Status  
#1 Ombudsman Complaints  
#2 Creation Date  
#2 Join Date  
#2 Privacy Preferred Status

Category: Type 2  
Partitioned: No  
Num records: 1.5 M

## Customer Account Fact

#1 Account Id [FK]  
#1 Customer Id [FK]  
#1 Account Relationship Counter (=1)

Category: Factless  
Grain: Relationship  
Partitioned: No  
Num records: 1.5 M

## Date Dimension

#1 Date Id [PK]  
#1 Date [NK]  
#1 Day Of Week  
#1 Month Name  
#1 Month Name Short  
#1 Year  
#1 Month Number In Year  
#1 Day Number In Week  
#1 Day Number In Month  
#1 Day Number In Year  
#1 Qtr  
#1 Qtr And Year  
#1 Fiscal Month Number  
#1 Fiscal Qtr  
#1 Fiscal Year  
#1 Fiscal Qtr And Year  
#1 First Day Of Week Indicator  
#1 First Day Of Month Indicator  
#1 Last Day Of Week Indicator  
#1 Last Day Of Month Indicator  
#1 Week Ending Date  
#1 Month Ending Date  
#1 Month Ending Day Of Week  
#1 Weekday Or End  
#1 National Holiday Indicator  
#1 National Holiday Name  
#1 Season

Category: Type 1  
Partitioned: No  
Num records: 11.5 k

## Loyalty Points Fact

#2 Customer Id [FK]  
#2 Awarded Date Id [FK]  
#2 Program Name  
#2 Points Type  
#2 Points Amount  
#2 Member Number  
#2 Loyalty Points Key [DD]

Category: Transactional  
Grain: Per Transaction  
Partitioned: No  
Num records: 55 k

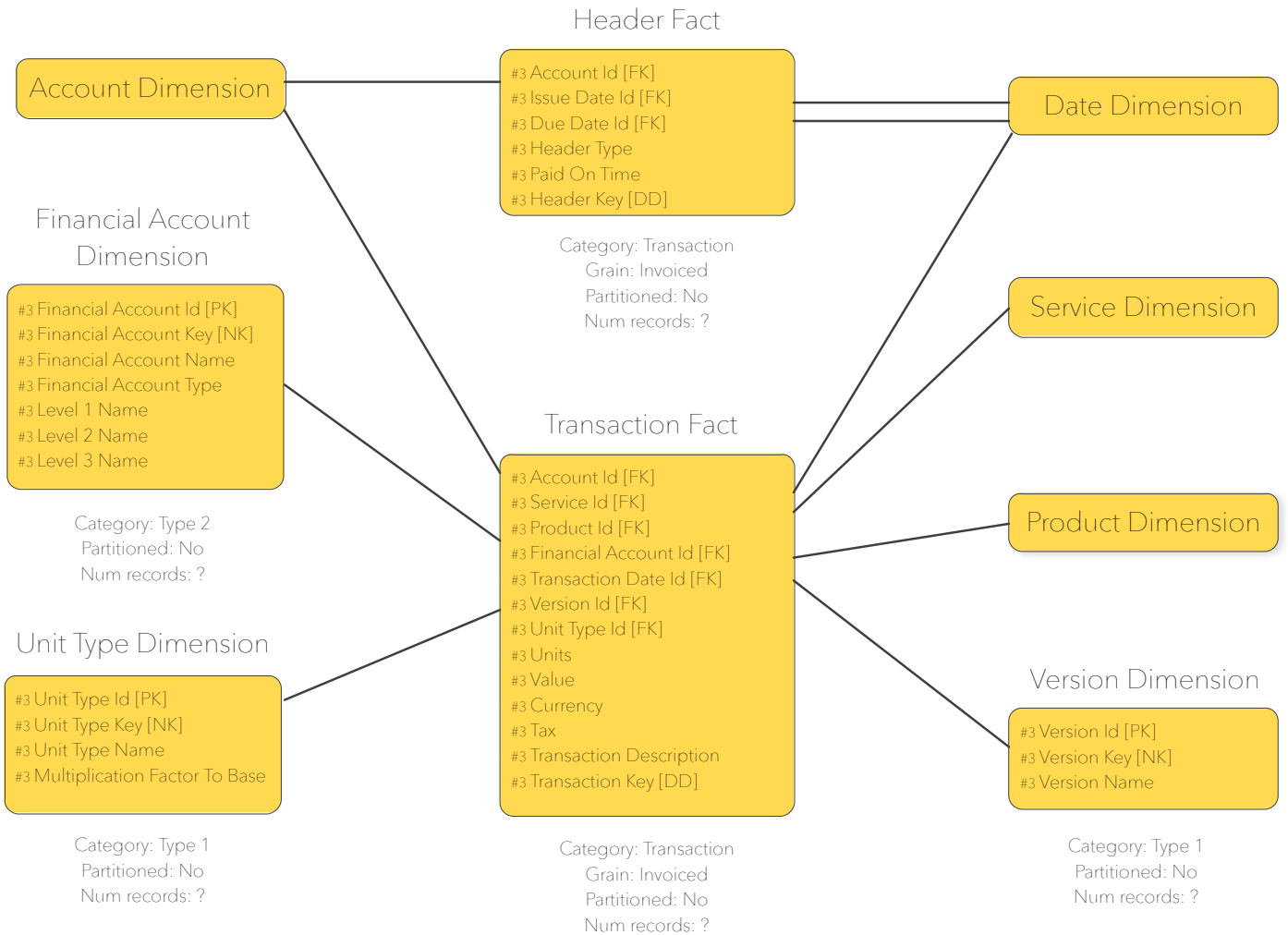
### Dimension Categories

Type 1: Overwrite with new values  
Type 2: Slowly Changing

### Fact Categories

Transaction: A measurement event at a point in time  
Periodic Snapshot: Summarises many measurement events over a defined period  
Accumulating Snapshot: Summarises many measurement events between the start and end of a process  
Factless: The recording of many dimensional entities being combined at a point in time

# FINANCIAL MODEL



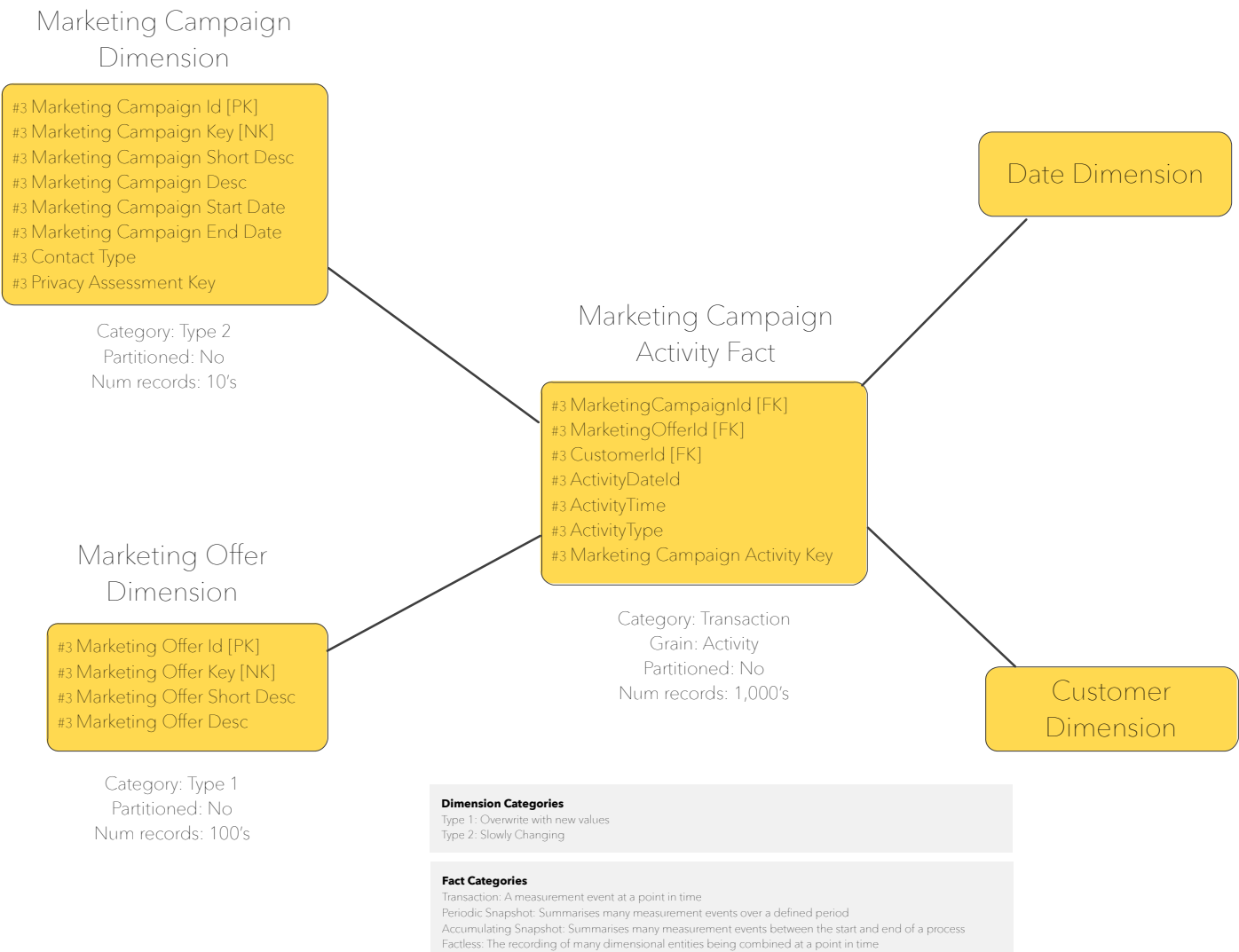
## Dimension Categories

Type 1: Overwrite with new values  
Type 2: Slowly Changing

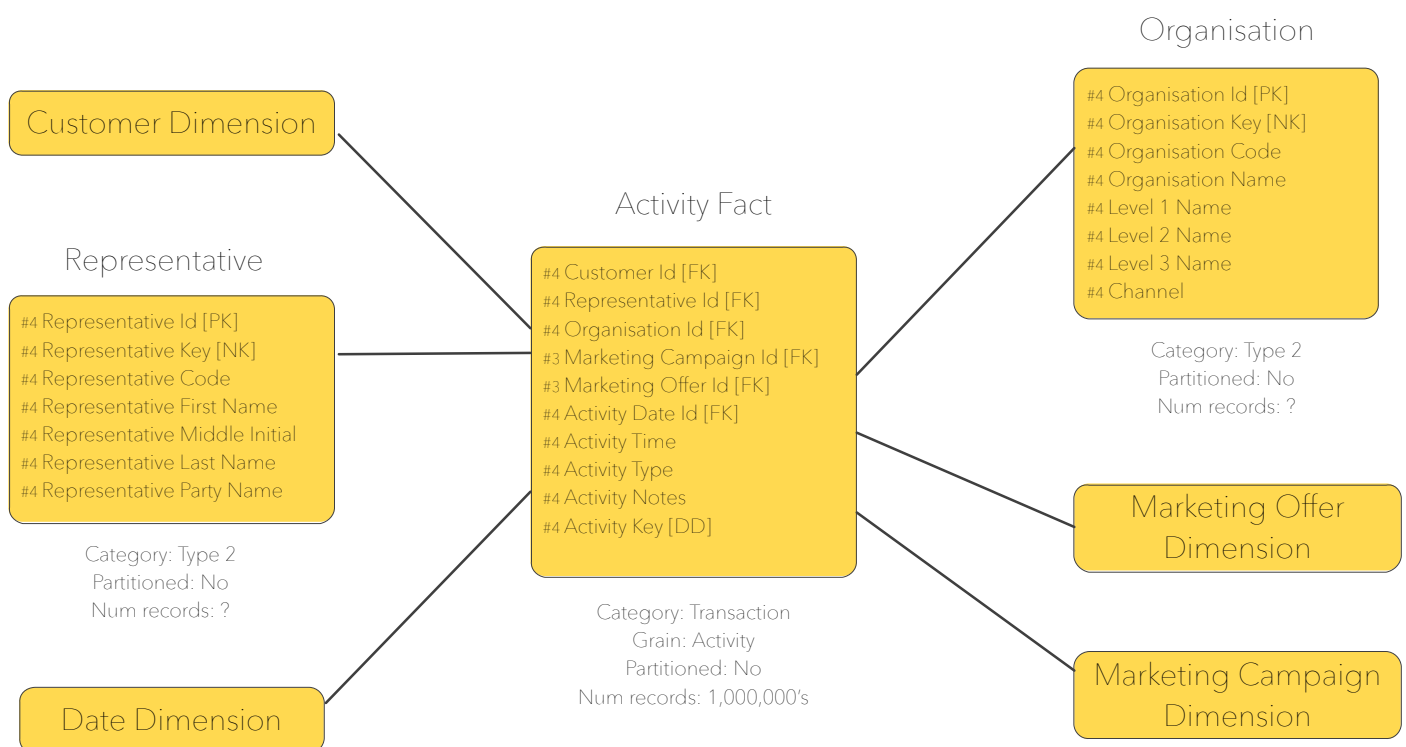
## Fact Categories

Transaction: A measurement event at a point in time  
Periodic Snapshot: Summarises many measurement events over a defined period  
Accumulating Snapshot: Summarises many measurement events between the start and end of a process  
Factless: The recording of many dimensional entities being combined at a point in time

# MARKETING CAMPAIGN MODEL



## ACTIVITIES MODEL



### Dimension Categories

Type 1: Overwrite with new values  
Type 2: Slowly Changing

### Fact Categories

Transaction: A measurement event at a point in time  
Periodic Snapshot: Summarises many measurement events over a defined period  
Accumulating Snapshot: Summarises many measurement events between the start and end of a process  
Factless: The recording of many dimensional entities being combined at a point in time