Customer Data Model

Order

PK	Order ID
	Order Date
	Order Total
	Order Status (Placed,Cancelled, Ready for Pickup,Picked Up, Shipped,Delivered)
	Last Order Status Update
	Payment Type (Credit, Debt, Gift, Cash)
	Payment Amount
	Payemnt Currency Code
	Payment Transaction ID
FK	Customer ID
FK	Email
	Shipping Method (Standard,Expedited,Overnight)
	Shipping Destination (Home,Store)
	Shipping Address
	Shipping City
	Shipping State
	Shipping Zip Code
	Billing Address
	Billing City
	Biling State
	Biling Zip Code
FK	Store ID
FK	Plan ID

Order Product

PK	Order Product ID
FK	Product ID
FK	Order ID
	Quantity
	Total
	Currency

Product

PK	Product ID
FK	Product Type ID
	Make
	Model
	5G Compatible
	Release Date
	Price

Product Type

PK	Product Type ID
	Product Type Name

Store

PK	Store ID
	Store Name
	Store Inaguration Date
	Store Address
	Store City
	Store State
	Store Zip Code
	Store Open Time
	Store Close Time

Customer Account

PK	Customer ID
	First Name
	Last Name
	Email
	Mobile Phone
	Birth Date
	Email Optin
	SMS Optin
	Account Create Date
	Account End Date
FK	Plan ID
	Create Date
	Last Modified
	Source (Store, Web)

Customer Line

PK	Customer Line ID
FK	Customer ID
	Mobile Phone
FK	Product ID
	Active Indicator
	Primary Line Indicator

Billing Detail

PK	Detail Statement ID
FK	Statement ID
FK	Customer Line ID
	Amount Charged
	Phone Number

Plan

PK	Plan ID
	Plan Type (Mobile)
	Plan Name (Basic, Ultimate, Pro)
	Monthy Line Cost
	Monthly Data Allowance
	Unlimited Talk
	Unlimited Text
	Unlimited Data

Customer Addresses

FK	Customer ID
	Address Type (Shipping, Billing)
	Street Address
	State
	Zip Code
	Zip Code
	Primary Indicator

Billing Statement

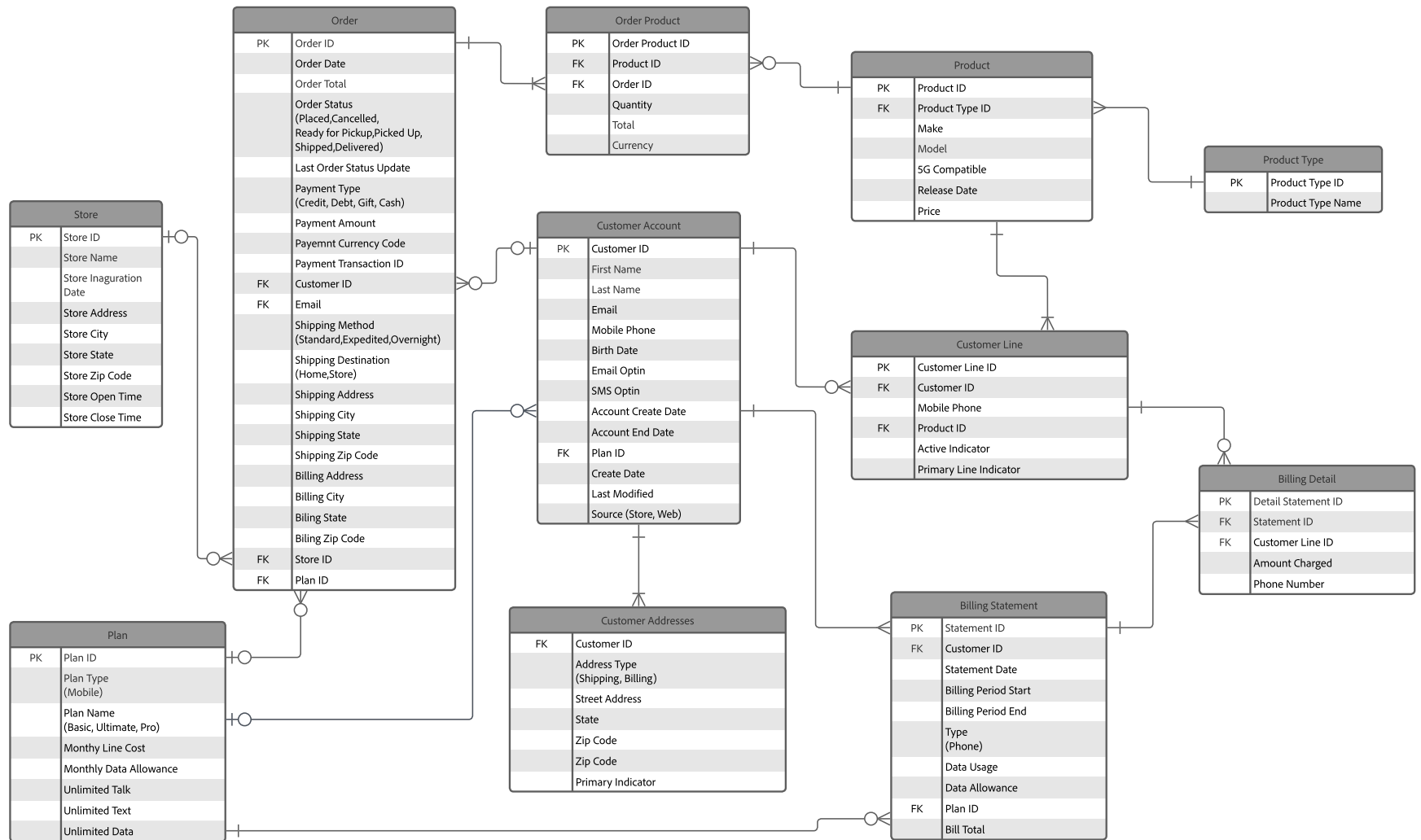|	
PK	Statement ID
FK	Customer ID
	Statement Date
	Billing Period Start
	Billing Period End
	Type (Phone)
	Data Usage
	Data Allowance
FK	Plan ID
	Bill Total

Streaming Payloads

Orders

```json
{
  "orderID": "12345",
  "orderDate": "2017-09-26T15:52:25+00:00",
  "orderTotal": 1045.00,
  "orderstatus": "placed",
  "lastOrderStatusUpdate": "2017-09-26T15:52:25+00:00",
  "payments": {
      "paymentType": "credit|debit|cash",
      "paymentAmount": 1045.00,
      "paymentCurrencyCode": "USD",
      "paymentTransactionID": "PYMNT100"
  },
  "customerID": "C100",
  "shippingDestination": "store|home",
  "storeID": "STR100",
  "shippingstreet": "345 Park Ave",
  "shippingcity": "San Jose",
  "shippingstate": "CA",
  "shippingpostalCode": "95111",
  "shippingMethod": "standard|expedited|overnight",
  "shippingAmount": 0.00,
  "plan": {
    "ID": "PLN100",
    "name": "Ultimate",
    "type": "Phone",
    "monthlycost": 45.00
  },
  "source": "web",
  "productOrders": [
    {
      "productID": "P100",
      "make": "Apple",
      "model": "Iphone 13",
      "quantity": 1.0,
      "price": 1000.00,
      "currencyCode": "USD"
    }
  ]
}
```

Note:

Data is computed and streamed from the back office commerce order system as status changes. Applies to all in-store and online orders

Ecommerce Checkout

```json
{
  "checkoutDate": "2017-09-26T14:52:25+00:00",
  "customerID": "C100",
  "email": "john.doe@abc.com",
  "purchaseID": "12345",
  "orderStatus": "placed",
  "shipping": {
    "shippingDestination": "store|home",
    "shippingMethod": "standard|expedited|overnight",
    "shippingAmount": 0,
    "shippingstreet": "345 Park Ave",
    "shippingcity": "San Jose",
    "shippingstate": "CA",
    "shippingpostalCode": "95111"
  },
  "productListItems": {
    "productID": "P100",
    "model": "Iphone 13",
    "priceTotal": 1000,
    "quantity": 1,
    "currencyCode": "USD"
  }
}
```

Note:

Real-time data feed directly from the commerce system storefront. These are only web orders shipped to home

Customer Account Creation

```json
{
  "customerID": "C100",
  "firstName": "John",
  "lastName": "Doe",
  "email": "john.doe@abc.com",
  "mobilePhone": "+1 408-345-6783",
  "birthDate": "1978-09-26T15:52:25+00:00",
  "billingstreet": "345 Park Ave",
  "billingcity": "San Jose",
  "billingstate": "CA",
  "billingpostalCode": "95111",
  "shippingstreet": "345 Park Ave",
  "shippingcity": "San Jose",
  "shippingstate": "CA",
  "shippingpostalCode": "95111",
  "emailOptIn": "yes|no|null",
  "smsOptIn": "yes|no|null",
  "accountCreateDate": "2020-01-01T15:52:25+00:00",
  "accountEndDate": "2021-01-01T15:52:25+00:00",
  "createDate": "2020-01-01T15:52:25+00:00",
  "modifyDate": "2021-01-01T15:52:25+00:00",
  "source": "web|store"
}
```

Note:

Real-time data feed of when a customer account is created from the web or store

Product Page View

```json
{
  "commerce": {
    "productViews": {
      "value": 1
    }
  },
  "web": {
    "webPageDetails": {
      "name": "Google Pixel 6 Pro"
    }
  },
  "productListItems": {
    "SKU": "P100",
    "name": "New Product",
    "priceTotal": 45.00,
    "currencyCode": "USD"
  },
  "xdm:identityMap": {
    "ECID": [
      {
        "id": "22222222222222222222222222222222222222",
        "authenticatedState": "ambiguous",
        "primary": true
      }
    ],
    "CustomerID": [
      {
        "id": "C100"
      }
    ]
  }
}
```

Note:

Real-time data feed from the Adobe Web SDK capturing page view traffic