Analytic glossary

From TGTWiki

Analytics has its own language, this short page introduces commonly used terms in almost all of the commonly used tools at Target.

For the sake of illustration, this page uses the following story:

> In July, Target ran a promotion for fireworks before the Fourth of July holiday. Several guests took advantage of the discounts, buying a specific sparkler at stores located in the Twin Cities metro area. Satisfied with the great price and availability, many families enjoyed a bright and cheery celebration.

Almost every word of every sentence in this short story is recorded as data, analyzed into information and developed into business knowledge in systems across the company.

Contents

Value

A value is the smallest amount of information. It can be a price, location, date, or the way to indentify a single row of data.

Row

A row is a collection of related values. A guest bought a fireworks package for a specific price at a specific store at a specific time of day. A row of data values often has a unique indentifier to help separate them from all the other rows. For example, each different firework product sold at target has its own DPCI that uniquely separates it from all the others. In a catalog of items, a row of data might include the name of the product, the vendor name, and the date it was added.

This is a collection of values:

Department - **and** - Class - **and** - Item - **and** - Date - **and** - Description

	Department	Class	Item	Name	Date	Price
Row	9	13	103	Sparklers	6/30/2013	$ 3.50

Column

A column is a collection of the same specific value across several rows. One way to think of this is to focus on one value across many different events. Several guests bought the Sparklers package at our stores. Each purchase is reflected in a number of different places - sales, finance, inventory and many other systems. The date that the purchase was made would show up for every transaction in one spot in the row.

Column
Date
6/30/2013
7/1/2013
7/3/2013

Table

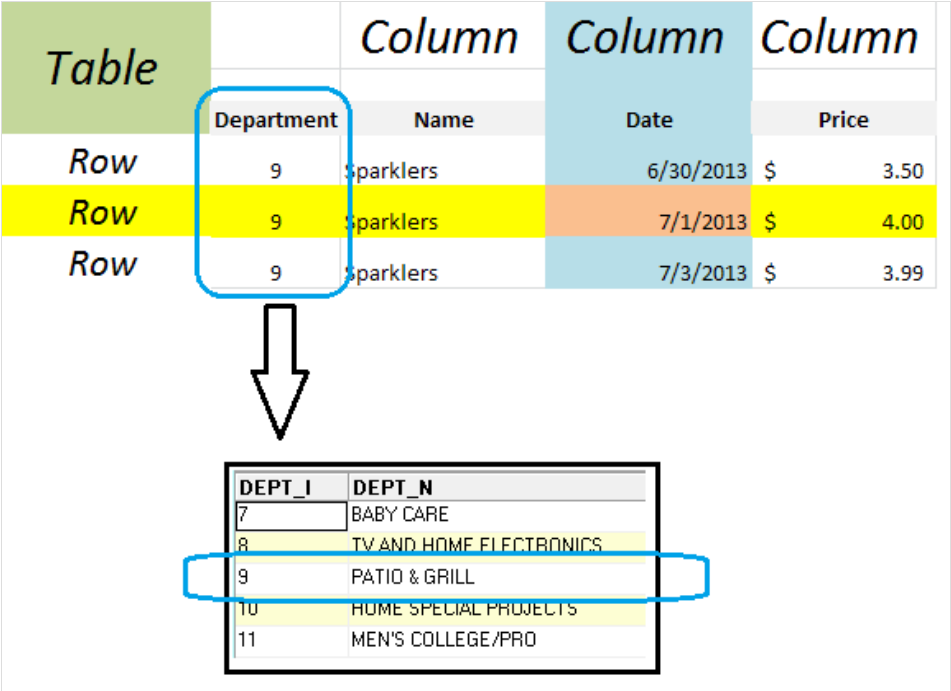
A table is a collection of rows filled with values in a regular column format. It connects all of the data together into one place for one purpose.

- *Values* are a single spot in the table with one piece of information
- *Rows* are collections of different fields tied together by a theme - typically a transaction.
- *Columns* are different values in the same type of field.
- *Tables* pull it all together in one place.

Table		*Column*	*Column*	*Column*	*Column*	*Column*
	Department	Class	Item	Name	Date	Price
Row	9	13	103	Sparklers	6/30/2013	$ 3.50
Row	9	13	103	Sparklers	7/1/2013	$ 4.00
Row	9	13	103	Sparklers	7/3/2013	$ 3.99

Relationships

Relations in analytics are all about finding the connections between two tables. In the example above, we might want to find out what the department code relates to in the real world. Using just about any of the tools at our disposal, we can combine the two together by the Department number.



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