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| **Attribute** | **Description** |
| Year | Year of Membership for a customer |
| CustomerId | Unique Id for a customer |
| CompanyName | Company of the customer |
| City | City of the customer |
| State | State of the customer |
| Country | Country of the customer |
| MemberType | Type of membership, can be INDIVIDUAL, GROUP or PARTNER |
| MembershipTypeCode | Code for Membership Type |
| MembershipPeriodBegin | Start date for Membership |
| MembershipPeriodEnd | End date for Membership |
| RateCode | Discount code while purchasing membership |
| ConsecutiveYearsAsMember | No. of consecutive years customer has been a member |
| InitialConsecutiveYear | Starting year for membership with consecutive years  Same customer can have multiple initial years if they were lost initially and then have returned. |
| BenefitAllocations | No. of benefits (free stuff) allocated to each customer during the membership year |
| BenefitsUsed | No. of benefits used by each customer during the membership year |
| AllocationUsage | Benefits Used/Benefits Allocated |
| SetCOPPreference | Binary - tells whether the customer has specified any COP Preference or not. COPs are Communities of Practice that specify a key area of interest for the customer in talent development field. |
| SSOExists | Binary - specifies whether Single Sign-On exists for the customer or not. SSO allows customer to log in with a single ID to gain access to a connected system or systems without being prompted for different usernames or passwords. |
| LTV Purchase Quantity | Quantity of stuff purchased during the respective membership year |
| LTV Purchase SalesAmount | Amount for stuff purchased during the respective membership year |
| Webcast Registration | No. of webcasts registered for during the membership year |
| Webcast Attendance | No. of webcasts attended during the membership year |
| Web Visits | Web visits **in days** during the membership year |
| Web Page Views | No. of Web Page Views during the membership year |
| Blog Visits | Blog visits **in days** during the membership year |
| Blog Page Views | No. of Blog Page Views during the membership year |
| Forum Visits | Forum Visits **in days** during the membership year |
| Forum Page Views | No. of Forum Page Views during the membership year |
| ParatureTickets | No. of Parature Tickets raised by the customer during the membership year. Parature is the customer care system for ATD |
| ParatureChats | No. of Parature Chats by the customer during the membership year |
| Registered for Edu | No. of registrations for Education programs during the membership year |
| Attended ICE | No. of times attended the ICE conference |
| Attended TK | No. of times attended the TK conference |
| Frugal | Indicates whether membership was bought during any conference |
| Chapter Board | Indicates whether customer was part of any chapter board during the membership. ATD chapters provide local networking and professional development opportunities for customers |
| InitialMembership | Indicates if a customer is new or returning |
| Retained | Current and Past customer status *Retained - if renewed membership within one year from expiration Lost - if not renewed within one year from expiration Awaiting Renewal - if still in the one year period from expiration Active - currently enrolled in a membership* |
| InvoiceDate | Invoice date for membership |
| BundleId | Bundle Id, if membership was purchased as part of any bundle |
| Bundle | Name of the Bundle if applicable |