365 Customer Engagement Database Table Breakdown
Last Updated: April 2024

career_track_info		
Primary Key	**Column Name**	**Description**
✔	track_course_id	Identification to each unique track-course pair.
	track_id	The assigned track: There are three different career tracks.
	course_id	Information about the courses that enter each of the tracks, excluding the electives.

course_info		
Primary Key	**Column Name**	**Description**
✔	course_id	The unique identification of each course on the platform.
	course_title	Name of the course.
	course_duration	Course duration in minutes.

course_ratings		
Primary Key	**Column Name**	**Description**
✔	course_id	The identification of each course on the platform.
✔	student_id	The student id.
	course_rating	The rating that student gave to that specific course.

exam_info

Primary Key	Column Name	Description
✓	exam_id	The unique identification of an exam.
	exam_category	1 = practice exam 2 = course exam 3 = career track exam
	course_id	The course to which this exam belongs for practice and course exams.
	track_id	The track to which this exam belongs if the exam is a career track exam.
	exam_duration	The max. time allowed to take the exam in minutes.

student_career_track_enrollments

Primary Key	Column Name	Description
✓	track_id	The track id that the student enrolled to.
✓	student_id	The student id of the enrolled student.
	date_enrolled	The date the student enrolled to a career track.

student_certificates

Primary Key	Column Name	Description
✓	certificate_id	The unique identification of a certificate issued.
	student_id	The student id to whom the certificate is issued.
	certificate_type	1 = course certificate 2 = career track certificate
	course_id	The course that the student has passed if the certificate is of a course type.
	track_id	The track that the student has passed if the certificate is of a career track type.
	date_issued	The date the certificate was issued.

student_engagement

Primary Key	Column Name	Description
✓	engagement_id	The unique identification number of the engagement.
	student_id	The student id.
	engagement_quizzes	A binary column denoting whether the student has engaged in a quiz. 1 = yes 0 = no
	engagement_exams	A binary column denoting whether a student has engaged in an exam. 1 = yes 0 = no
	engagement_lessons	A binary column stating whether a student has been involved in a lesson. 1 = yes 0 = no
	date_engaged	The date of the engagement.
	cohort	The date of onboarding for each student, grouped by student type.
	period	The difference in months between the 'date_engaged' and 'cohort' columns.

student_exams

Primary Key	Column Name	Description
✓	exam_attempt_id	The unique identification number of the exam attempt.
	student_id	The id of the student who has taken the exam.
	exam_id	The id of the exam that the student has taken.
	exam_passed	A binary column denoting whether the student passed or failed the exam. 1 = pass 0 = fail
	date_exam_completed	The date the exam was completed.

student_info		
Primary Key	**Column Name**	**Description**
✓	student_id	The unique identification number of the student.
	date_registered	The date a student registered.

student_learning		
Primary Key	**Column Name**	**Description**
	student_id	The student id.
	course_id	The course id of the course the student has watched.
	minutes_watched	The minutes they spent watching the course.
	date_watched	The day they watched the course.
***This table does not have a PK because a student can watch a course more than once on different days.**		

student_purchases		
Primary Key	**Column Name**	**Description**
✓	purchase_id	The unique identification number of the purchase.
	student_id	The id of the student who made the purchase.
	purchase_type	0 = monthly subscription 1 = quarterly subscription 2 = annual subscription
	date_purchased	The date of the purchase.
	date_refunded	If applicable, the date of which the purchase was refunded.