

Delivery Dictionary

MERCHANT TABLE

Field	Data Type	Description
mtid	string	Affinity generated pseudo/synthetic identifiers for a group of transactions.
MERCH_DESC	string	Merchant description -- PII scrubbed by Affinity.
mcc	string	4 digit Merchant Category Code received from the FI.
merch_city	string	Merchant City as received from the financial institution.
merch_state	string	Merchant State as received from the financial institution.
merch_zip	string	Merchant 5 digit Zip as received from the financial institution.
merch_country	string	Country code as received from the financial institution.
delivery_date	date	Date when the data is delivered by Affinity Solutions

CARD TABLE

Field	Data Type	Description
membccid	string	Affinity generated pseudo/synthetic identifier of a card.
card_zip	string	Most recent zip code associated with the card.
card_type	string	Most recent card type code from the financial institution.
areaid	string	Synthetic ID associated with card portfolio.
afs_individual_id	string	Affinity generated identifier of an individual.
delivery_date	date	Date when the data is delivered by Affinity Solutions

TRANSACTION TABLE

Field	Data Type	Description
txid	string	Affinity generated pseudo/synthetic identifier of a transaction. Unique for each transaction.
mtid	string	Affinity generated pseudo/synthetic identifiers for a group of transactions that has the same attributes. This may represent a merchant terminal.
membccid	string	Affinity generated pseudo/synthetic identifier of a card. This links transaction to the card member information.
trans_date	date	Date when the transaction was authorized. Format is YYYY-MM-DD.
trans_time	time	Transaction time provided with the transaction. Format HH24:MI:SS.
trans_time_zone	string	The timezone of the transaction time if available.
trans_amount	float	Perturbed transaction amount in US dollars.
delivery_date	date	Date when the data is delivered by Affinity Solutions

DEMOGRAPHICS TABLE

Field	Data Type	Description
membccid	string	Identifier of card. Unique for each card.
income	string	Estimated income range of a living unit.
wealth	integer	Predicted household net worth.
ethnicity	string	Individual ethnicity.
politics	string	Individual political affiliation.
ADULTS_IN_HH	string	Number of adults in household.
age	string	Individual age group.
business_owner	string	Business owner flag.
children	string	Number of children in the living unit.
homeowner_probability	string	Homeowner or renter flag.
gender	string	Individual gender.

BRAND TAGGING TABLE

Field	Data Type	Description
mtid	string	Identifier of a merchant terminal.
store_id	integer	Identifier of the store under a brand.
brand_id	integer	Identifier of the brand.
channel	string	Transaction channel (ONLINE, B&M).
locationid	string	Identifier of a store location.

BRAND LOCATION TABLE

Field	Data Type	Description
locationid	string	Identifier of a store location.
address	string	Address of the store location.
city	string	City of the store location.
state	string	State of the store location.
zip	string	Zip code of the store location.
country	string	Country of the store location.
est_open_date	string	Estimated open date of the store location.
est_close_date	string	Estimated close date of the store location.

BRAND TAXONOMY TABLE

Field	Data Type	Description
store_id	integer	Identifier of the store under a brand.
brand_id	integer	Identifier of the brand.
store_name	string	Name of the store under a brand.
brand_name	string	Name of the merchant / brand.
store_type	string	Affinity assigned store type (D/P).
brand_type	string	Affinity assigned brand type (D/P).
brand_tagging_classification	integer	Tagging level: 1 = machine + human, 0 = machine only.