

Wells Fargo Campus Analytic Challenge:

Table Level Metadata

Table Level Metadata	
File Type	Pipe () delimited text file (.txt)
Record Count	220377
Media Type	Facebook & Twitter
Timeframe	Twitter data (8/2015) & Facebook data (8/2014 - 8/2015)
Scope	Social Media data with query of 4 banks

Comments (FullText column) have been scrubbed as per the following rules	
Data Value	Replacement Value
4 Banks	BankA, BankB, BankC, BankD
Other Banks	Banke
Addresses	ADDRESS: All scrubbed addresses are replaced by uppercase ADDRESS. Any occurrence of a lowercase "address" is part of the text and is not a scrubbed replacement.
Individual/Person	Name: All names have been replaced with the lowercase word "Name"
Internet links	INTERNET: All scrubbed INTERNET references are replaced by uppercase INTERNET. Any occurrence of a lowercase "internet" is part of the text and is not a scrubbed replacement.
Twitter handles	(1) twit_hndl: All actual twitter handles "@" have been replaced with the lowercase abbreviation "twit_hndl" (2) All Bank twitter handles have been replaced with the lowercase abbreviation followed by the respectively Bank "twit_hndl_BankA", "twit_hndl_BankB"
Phone Numbers	PHONE: All scrubbed phone numbers are replaced by uppercase PHONE. Any occurrence of a lowercase "phone" is part of the text and is not a scrubbed replacement.
Hashtags	All hashtags "#" related to the 4 banks has been replaced with #BankA, #BankB, etc

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Column Level Metadata

Column Name	Business Name	Data Type	Column Description
AutoID	Unique Identifier	Decimal(6,0)	A Unique Identifier generated by the internal data team to track each Social Media comment. Note that the identifier is NOT at the individual person level. It is at the comment level.
Date	Complete Date (mm/dd/yyyy)	DATE	This is the date that the comment was submitted to the social media venue, either Twitter or Facebook for this data set
Year	Year of Complete Date	DECIMAL(4,0)	This is a manufactured field to aid the analyst. It is redundant with the Date field, i.e., it is the Year extracted from the date field. It is the Year the comment was submitted to the social media venue.
Month	Month of Complete Date	DECIMAL(2,0)	This is a manufactured field to aid the analyst. It is redundant with the Date field, i.e., it is the Month extracted from the date field. It is the Month the comment was submitted to the social media venue.
MediaType	Type of Social Media	Varchar(8)	Type of Social Media source: either Twitter or Facebook in this data set.
FullText	Comment from Social Media post	Varchar(2000)	Social Media comment: this is the full text of the submitted comment - it has been scrubbed, as per the Table Metadata