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| --- | --- |
| Column Name | Description |
| hotel\_id | Unique identified of hotel |
| locale | The country code of the platform of the campaign |
| ymd | Date in YYYYMMDD format |
| city | The city where the hotel is located |
| country | The country where the hotel is located |
| abc\_category | An internal classification of the hotel (A, B, C1, C2, C3, D) |
| stars | The number of stars of the hotel |
| rating | The rating of the hotel |
| direct\_cost | The total cost of direct clicks to this hotel |
| other\_cost | The total cost of clicks on this hotel |
| direct\_clicks | The total direct clicks to this hotel |
| other\_clicks | The total clicks on this hotel |
| direct\_bookings | The total direct bookings to this hotel |
| other\_bookings | The total bookings on this hotel |
| direct\_booking\_value | The direct booking value to this hotel |
| other\_booking\_value | The total booking value on this hotel |