

SAS[®] Customer Analytics for Communications 5.4

Data Reference Guide



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SAS® Customer Analytics for Communications 5.4: Data Reference Guide

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Part 1

Introduction

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Chapter 1

Introduction to the Data Reference Guide

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About the Data Reference Guide

This document contains the following parts:

Physical Data Model Diagrams

This section gives the physical data models diagrams for SAS Customer Analytics for Communications.

Data Dictionary

This section lists the tables and their columns that are available in the Application data model and Analytical results area. In addition, it lists the pre-packaged information maps and their column descriptions.

Data Mapping

This section gives mapping between the base tables for analytics (target tables), and the Foundation data mart tables (source tables). It also gives similar details for the information maps. This information will help users identify the primary source columns that need to be populated in order to populate the target column.

Classification of the SAS Customer Analytics for Communications Tables

The SAS Customer Analytics for Communications tables are classified as mentioned below:

Base tables for analytics

are designed to build an analytical model or to generate scores based on an analytical model.

Application data tables

contain data required for the analytical components of SAS Customer Analytics for Communications. The Application data tables are further classified as common tables and solution-specific tables.

Analytical results area tables

contain the analytical results such as predicted values or segments that are generated after the scoring process is run.

Audience

This document is intended for users who will be customizing the Application data mart tables. Moreover, this document will help developers who will be developing the staging ETLs during the implementation stage. In addition, this document will be useful for data modelers who will work on ETL customization. This document will help users to identify the primary source columns that need to be populated in order to populate the target column of the ETLs.

Part 2

Physical Data Model Diagrams

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Physical Data Model Diagram for Base Tables

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Base Tables for Analytics

The physical data model diagram for Base tables is shown on the next page.




Legend

Base






USAGE_WEEKLY_SUMMARY_B

<div> SUBSCRP_SK</div> <div> PROD_SK</div> <div> SERVICE_SK</div> <div> EVENT_TYPE_SK</div> <div> WEEK_END_DT_SK</div> <div> TIME_BAND_SK</div>	CUST_SK LAST_USAGE_DT NUM_OF_CALLS DURATION_OF_CALLS NUM_OF_FREE_CALLS DURATION_OF_FREE_CALLS NUM_OF_MESSAGES VOL_OF_MESSAGES NUM_OF_FREE_MESSAGES VOL_OF_FREE_MESSAGES NUM_OF_SESSIONS DURATION_OF_SESSIONS VOL_OF_DATA NUM_OF_FREE_SESSIONS DURATION_OF_FREE_SESSIONS VOL_OF_FREE_DATA NUM_OF_DROPPED_CALLS NUM_OF_FAILED_CALLS NUM_OF_FAILED_MESSAGES NUM_OF_DROPPED_SESSIONS NUM_OF_FAILED_SESSIONS USG_REVENUE_AMT PROCESSED_DTTM
---	--



PRE_PD_SUBSCRP_BUCKET_DRVD_B

<div> SUBSCRP_ID</div> <div> SNAPSHOT_DT</div> <div> CSP_USG_BUCKET_CD</div>	CUST_ID SUBSCRP_ACTIVATION_DT PYMNT_DT_SK DUR_LST_RCHRG_FRST_DECR DUR_FRST_DECR_FRM_ACTVN DUR_FRST_RCHRG_FRM_ACTVN PROCESSED_DTTM
---	---



USAGE_MONTHLY_SUMMARY_B

<div> SUBSCRP_SK</div> <div> PROD_SK</div> <div> SERVICE_SK</div> <div> EVENT_TYPE_SK</div> <div> MONTH_END_DT_SK</div> <div> TIME_BAND_SK</div>	CUST_SK LAST_USAGE_DT NUM_OF_CALLS DURATION_OF_CALLS NUM_OF_FREE_CALLS DURATION_OF_FREE_CALLS NUM_OF_MESSAGES VOL_OF_MESSAGES NUM_OF_FREE_MESSAGES VOL_OF_FREE_MESSAGES NUM_OF_SESSIONS DURATION_OF_SESSIONS VOL_OF_DATA NUM_OF_FREE_SESSIONS DURATION_OF_FREE_SESSIONS VOL_OF_FREE_DATA NUM_OF_DROPPED_CALLS NUM_OF_FAILED_CALLS NUM_OF_FAILED_MESSAGES NUM_OF_DROPPED_SESSIONS NUM_OF_FAILED_SESSIONS USG_REVENUE_AMT PROCESSED_DTTM
--	--



PST_PD_CUST_ACCT_SNPSHT_B

<div> CUST_ACCT_ID</div> <div> SNAPSHOT_DT</div>	CUST_ID BILL_CYCLE_CD BILL_CYCLE_DT CUST_ACCT_CREDIT_CLASS_CD CUST_ACCT_CREATION_DT CUST_ACCT_STATUS_CD EVER_IN_COLLECTION_IND OVERDUE_IND TOT_PYMNT_METHOD_CNT TOT_BOUNCED_PYMNT_CNT TOT_BOUNCED_PYMNT_AMT PROCESSED_DTTM
--	---




PRE_PD_CUST_SNPSHT_B

<div> CUST_ID</div> <div> SNAPSHOT_DT</div>	CURR_OFFER_BUNDLE_ID PREV_OFFER_BUNDLE_ID OFFER_BUNDLE_CHNG_FLG OFFER_BUNDLE_CHNG_CNT BASE_OFFER_ID BASE_OFFER_CUST_TYPE_CD BASE_OFFER_PYMNT_MODE_CD BASE_OFFER_SEGMENT_CD NUM_OF_OFFERS TOT_SUBSCRP_ADDED_CNT TOT_SUBSCRP_DROPPED_CNT TOT_SUBSCRP_ACTIVE_CNT TOT_SUBSCRP_VOLUN_DACTVN_CNT PROCESSED_DTTM
--	--






PST_PD_CUST_SNPSHT_B

<div> CUST_ID</div> <div> SNAPSHOT_DT</div>	BILL_CYCLE_CD BILL_CYCLE_DT CURR_OFFER_BUNDLE_ID PREV_OFFER_BUNDLE_ID OFFER_BUNDLE_CHNG_FLG OFFER_BUNDLE_CHNG_CNT BASE_OFFER_ID BASE_OFFER_CUST_TYPE_CD BASE_OFFER_PYMNT_MODE_CD BASE_OFFER_SEGMENT_CD NUM_OF_OFFERS TOT_SUBSCRP_ADDED_CNT TOT_SUBSCRP_DROPPED_CNT TOT_SUBSCRP_ACTIVE_CNT TOT_SUBSCRP_VOLUN_DACTVN_CNT PROCESSED_DTTM
---	--




PRE_PD_CUST_OFFER_SNPSHT_B

<div> CUST_ID</div> <div> OFFER_ID</div> <div> SNAPSHOT_DT</div>	OFFER_BUNDLE_ID OFFER_TYPE_CD OFFER_CUST_TYPE_CD OFFER_PYMNT_MODE_CD OFFER_SEGMENT_CD CAMPAIGN_CD AGRMNT_TYPE_CD AGRMNT_START_DT AGRMNT_TERM_DT SALES_CHANNEL_ID CHANNEL_TYPE_CD PROCESSED_DTTM
---	--




PRE_PD_SUBSCRP_USAGE_DRVD_B

<div> SUBSCRP_ID</div> <div> SNAPSHOT_DT</div> <div> PROD_ID</div> <div> SERVICE_ID</div> <div> EVENT_DIRECTION_CD</div>	CUST_ID PYMNT_DT_SK SUBSCRP_ACTIVATION_DT SERVICE_CATEGORY_CD SERVICE_DELIVERY_TECH_CD PROD_ACCESS_CATEGORY_CD PROD_ACCESS_STANDARD_CD DUR_LST_RCHRG_FRST_USG DUR_FRST_USG_FRM_ACTVN PROCESSED_DTTM
---	--

PST_PD_CUST_OFFER_SNPSHT_B

<div> CUST_ID</div> <div> OFFER_ID</div> <div> SNAPSHOT_DT</div>	BILL_CYCLE_CD BILL_CYCLE_DT OFFER_BUNDLE_ID OFFER_TYPE_CD OFFER_CUST_TYPE_CD OFFER_PYMNT_MODE_CD OFFER_SEGMENT_CD CAMPAIGN_CD AGRMNT_TYPE_CD AGRMNT_START_DT AGRMNT_TERM_DT SALES_CHANNEL_ID CHANNEL_TYPE_CD PROCESSED_DTTM
---	--

PST_PD_PAYMENT_DRVD_B

<div> CUST_ACCT_ID</div> <div> BILL_ID</div> <div> BILL_CYCLE_DT</div>	CUST_ID BILL_CYCLE_CD BILL_DUE_DT LAST_PYMNT_DT PYMNT_CNT BILL_DUE_AMT BILL_DUE_IND PROCESSED_DTTM
---	---

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Application Data Tables

The physical data model diagram for Application data tables is shown on the next page.

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Physical Data Model Diagram for Analytical Results Area Tables

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Analytical Results Area Tables

The physical data model diagram for Analytical results area tables is shown on the next page.

Legend

Tables with prepackaged records; used for internal processing

Source-specific information

Subset-criterion-specific information

Modeling-ABT-specific information

Analytical-model-specific information

Scoring-specific information

Scoring results and actual values for Communications

PREDICTED_SCORING_RESULT_PRS

SCORING_MODEL_SK: INTEGER NOT NULL PRSPCT_CUST_ID: VARCHAR(32) NOT NULL SCORING_AS_OF_DTTM: DATETIME NOT NULL PREDICTED_OUTCOME: NUMERIC(8) NULL PREDICTED_OUTCOME_VALUE_1: NUMERIC(10) NULL PREDICTED_OUTCOME_VALUE_2: NUMERIC(10,4) NULL PREDICTED_OUTCOME_VALUE_3: NUMERIC(10,4) NULL CREATED_DTTM: DATETIME NOT NULL

PREDICTED_SCORING_RESULT_CUST

SCORING_MODEL_SK: INTEGER NOT NULL CUST_ID: VARCHAR(32) NOT NULL SCORING_AS_OF_DTTM: DATETIME NOT NULL PREDICTED_OUTCOME: NUMERIC(8) NULL PREDICTED_OUTCOME_VALUE_1: NUMERIC(10) NULL PREDICTED_OUTCOME_VALUE_2: NUMERIC(10,4) NULL PREDICTED_OUTCOME_VALUE_3: NUMERIC(10,4) NULL CREATED_DTTM: DATETIME NOT NULL

PREDICTED_SCORING_RESULT_SUB

SCORING_MODEL_SK: INTEGER NOT NULL SUBSCRP_ID: VARCHAR(32) NOT NULL SCORING_AS_OF_DTTM: DATETIME NOT NULL PREDICTED_OUTCOME: NUMERIC(8) NULL PREDICTED_OUTCOME_VALUE_1: NUMERIC(10) NULL PREDICTED_OUTCOME_VALUE_2: NUMERIC(10,4) NULL PREDICTED_OUTCOME_VALUE_3: NUMERIC(10,4) NULL CREATED_DTTM: DATETIME NOT NULL

RULES_SCORING_RESULT_CUST

SCORING_MODEL_SK: INTEGER NOT NULL CUST_ID: VARCHAR(32) NOT NULL SCORING_AS_OF_DTTM: DATETIME NOT NULL CREATED_DTTM: DATETIME NOT NULL SCORING_RULE_SK: INTEGER NOT NULL

RULES_SCORING_RESULT_SUB

SCORING_MODEL_SK: INTEGER NOT NULL SUBSCRP_ID: VARCHAR(32) NOT NULL SCORING_AS_OF_DTTM: DATETIME NOT NULL CREATED_DTTM: DATETIME NOT NULL SCORING_RULE_SK: INTEGER NOT NULL

SEGMENT_SCORING_RESULT_CUST

SCORING_MODEL_SK: INTEGER NOT NULL CUST_ID: VARCHAR(32) NOT NULL SCORING_AS_OF_DTTM: DATETIME NOT NULL CREATED_DTTM: DATETIME NOT NULL CLUSTER_ND_SCORING_SEGMENT_NM: NUMERIC(4) NULL DCSN_TR_ND_SCORING_SEGMENT_NM: VARCHAR(10) NULL

Part 3

Data Dictionary

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Table Descriptions

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Base Tables for Analytics

Table 5.1 *Base Tables*

Table name	Description
PRE_PD_CUST_OFFER_SNPSHT_B	Contains details about all the offers that prepaid customers own.
PRE_PD_CUST_SNPSHT_B	Contains details about the current and previous offer bundle and subscription status (counts of activation and deactivation) for prepaid customers.
PRE_PD_SUBSCRIP_BUCKET_DRVD_B	A derived base table, which contains pre-calculated bucket-level customer variables that are needed for analytical processing. Examples of variables include duration between the first recharge and activation.
PRE_PD_SUBSCRIP_USAGE_DRVD_B	Is a derived base table, which contains pre-calculated variables at subscription level. These variables are required for analytical processing such as duration of last recharge from first usage.
PST_PD_CUST_ACCT_SNPSHT_B	Contains derived information about customer's account for postpaid customers.
PST_PD_CUST_OFFER_SNPSHT_B	Contains details about all the offers that postpaid customers own.
PST_PD_CUST_SNPSHT_B	Contains details about postpaid customers for current and previous offer bundle and subscription status (counts of activation and deactivation).
PST_PD_PAYMENT_DRVD_B	Contains payment-related derived information for postpaid customers.

Table name	Description
USAGE_MONTHLY_SUMMARY_B	Contains the usage summary of items such as voice calls, messages, and data sessions for prepaid and postpaid customers. The data in this table is aggregated at monthly level.
USAGE_WEEKLY_SUMMARY_B	Contains the usage summary of items such as voice calls, messages, and data sessions for prepaid and postpaid customers. The data in this table is aggregated at weekly level.

Application Data Tables

Table 5.2 Application Data Tables

Table Name	Description
ACTION_MASTER	Describes the actions such as create project, create ABT, capture model, and so on, that are currently supported by the application. The records in this table are pre-packaged with the solution. The values in this table are used in internal logic and should not be edited during implementation.
ACTUAL_RESULT_CONTROL_DETAIL	Contains information about each execution of the actual value calculation job. Each record of this table corresponds to an actual calculations run. This table also contains information about steps that are executed during the execution of actual calculation job. For example, the information includes status of ABT Building step, status of populate ARM step, name of ABT, and so on. This table is not applicable for segmentation type of models. <i>Note:</i> Currently, SAS Customer Analytics for Communications does not use this table.
AGGREGATION_TYPE_MASTER	Describes aggregations such as SUM, MIN, MAX, AVG, or Count that are currently supported for ABT variable definition. The records in this table are pre-packaged with the solution. During implementation, you can edit the AGGREGATION_TYPE_SHORT_NM and AGGREGATION_TYPE_DESC columns, which are used for display in the user interface. However, values in the AGGREGATION_TYPE_CD column are used in internal logic and should not be edited. Also, new records should not be added to this table during implementation.
BEHAVIORAL_VARIABLE	Contains information that is specific to behavioral variables. It is the sub table of the VARIABLE_MASTER table.

Table Name	Description
COLUMN_DATA_TYPE_MASTER	Contains the master list of column data types such as numeric, character, date, and date time. This table is used to define the column data types for input source table and variable columns. The records in this table are pre-packaged with the solution. During implementation, you can edit the COLUMN_TYPE_SHORT_NM and COLUMN_TYPE_DESC columns. These columns are used for display in the user interface. However, values in the COLUMN_TYPE_CD column are used in internal logic and should not be edited.
COLUMN_TYPE_MASTER	Contains the master list of column types such as measure, dimensional attribute, date, and key. The records in this table are pre-packaged with the solution. During implementation, you can edit the COLUMN_TYPE_SHORT_NM and COLUMN_TYPE_DESC columns. These columns are used for display in the user interface. However, values in the COLUMN_TYPE_CD column are used in internal logic and should not be edited. Also, new records should not be added to this table during implementation.
COLUMN_USAGE_MASTER	Contains the master list of column usage that is currently required to be defined for few columns of a source table. Records in this table are pre-packaged with the solution. During implementation, you can edit the COLUMN_USAGE_SHORT_NM and COLUMN_USAGE_DESC columns. These columns are used for display in the user interface. However, values in the COLUMN_USAGE_CD column are used in internal logic and should not be edited. Also, new records should not be added to this table during implementation.
DERIVED_VAR_X_EXPRESSION_VAR	Defines an expression of a derived variable. It is the mapping table between derived variable and other variables that are used in expression of that derived variable.
DERIVED_VARIABLE	Contains information about derived variables. Arithmetic derived and Logical derived variables are the two sub types of the derived variables. This table is the sub table of the VARIABLE_MASTER table.
ENTITY_LEVEL_MASTER	Contains information about the level that the output of the analytical model such as rules or propensity scores supports. For example, rules can be built at various levels such as products, items, services, offers, and pieces of equipment. This table lists all the levels that various analytical models support.
EVENT_MAPPING_DTL	Stores the configuration of event for a combination of the applicable purpose and level. This configuration defines the event (the corresponding date) that is considered as the reference date for ABT variable calculations instead of the ABT build date.

Table Name	Description
EVENT_MASTER	<p>Contains the master records of events. Events are applicable when the reference date of each subject can change during the Build ABT process and is not same as the ABT build date. Each event defines a specific date as the reference date for ABT variable calculation.</p> <p><i>Note:</i> Currently, SAS Customer Analytics for Communications does not use this table.</p>
FILTER_NODE_EXPRSSN_X_VALUE	<p>Stores details about the filter expressions that involve dimensional attribute value in their expression.</p>
IMPLICIT_SUBSET_SPCFCTN_DTL	<p>Contains implicit subset filter configuration. This configuration is supported at level of purpose, subject of analysis, and process type (Modeling ABT and Scoring ABT). For each combination, this master table contains the implicit filter that is to be applied. This information identifies the implicit subset query that is to be applied to the respective process.</p>

Table Name	Description
IMPLICIT_VAR_SPECIFICATION_DTL	<p data-bbox="810 243 1385 384">Contains implicit variable specifications. All implicit variables should be linked to some ABT. Do not put more than one variable of same definition as implicit variable for same PURPOSE, LEVEL, and AVAILABLE_FOR_ABT_TIME_GRAIN_SK.</p> <p data-bbox="810 405 1385 485">If implicit variable is a derived variable, then its expression variable should not be added to this table. They automatically are imported in the respective ABT.</p> <p data-bbox="810 506 1385 789">Every variable that is added in this table is a part of Modeling ABT with outcome variable defined according to MDL_ABT_OUTCOME_VARIABLE_FLG. However, it will be part of the Scoring ABT only if APPLICABLE_FOR_SCR_PROCESS_FLG = Y. All variables added to the scoring ABT are input variables. None of them will be an outcome variable. The variable that is marked as APPLICABLE_FOR_SCR_PROCESS_FLG = Y should not be marked as Outcome variable.</p> <p data-bbox="810 810 1385 919">The variable will also be part of Actual ABT only if APPLICABLE_FOR_ACT_PROCESS_FLG = Y. All variables added to Actual ABT are outcome variables. None of them are input variables.</p> <p data-bbox="810 940 1385 993">Same variable should not be added twice as one with outcome and one with input variable.</p> <p data-bbox="810 1024 1385 1192">Variables with AVAILABLE_FOR_ABT_TIME_GRAIN_SK (TIME_FREQUENCY_SK of Monthly) are available for import into ABT with SOURCE_DATA_TIME_GRAIN_SK (TIME_FREQUENCY_SK of Monthly).</p> <p data-bbox="810 1213 1385 1381">Variables with AVAILABLE_FOR_ABT_TIME_GRAIN_SK (TIME_FREQUENCY_SK of Daily) are available for import into ABT with SOURCE_DATA_TIME_GRAIN_SK (TIME_FREQUENCY_SK of Daily).</p> <p data-bbox="810 1402 1385 1509">If a variable is to be imported in both daily and monthly ABT, then two records should be added to IMPLICIT_VAR_SPECIFICATION_DTL for same variable_sk. One for daily and monthly time grain SK.</p> <p data-bbox="810 1530 1385 1671">You should not configure the variable defined in terms of day's grain (for example, behavioral variable referring to time period of last 3_days) as available for monthly grain ABT, if the source table for that variable is at monthly grain.</p> <p data-bbox="810 1692 1385 1833">However, you can configure the variable defined in terms of monthly grain (for example, behavioral variable referring to time period of last 3_Months) as available for monthly or daily grain ABT, if the source table for that variable is at daily or monthly grain.</p>

Table Name	Description
LEVEL_ASSOC	Helps in deciding the mapping between the level (subject of analysis) of project and available associated consolidated level. It is the mapping table between multiple levels.
LEVEL_KEY_COLUMN_DTL	Maps level (subject of analysis) to the retained and surrogate key column of the corresponding master table defined in LEVEL_MASTER. For example, CUSTOMER_RK column of CUST_D table defines retained key column for customer level while CUSTOMER_SK column of CUST_D table defines surrogate key column for customer level. If a level is formed by multiple columns, each column should be from the same master table that is available for that level.
LEVEL_MASTER	Contains information about various possible levels of the ABT. A level is also called subject of analysis. For example, when you define a project, you can choose the subject of analysis from a list of options such as Customer, Subscription, and so on.
LIBRARY_MASTER	Contains the library reference for various input data sources such as tables, information maps, or views that are required for data processing. For example, input data sources are used for defining ABT variables and define subset criterion. These details of library reference and statement are used during data processing.
LIFETIME_TIMEUNIT_MASTER	Stores values for time units such as day, week, month, quarter, semi-year, and year in which the lifetime can be computed by analytical model such as survival model in SAS Enterprise Miner. The list of time units that SAS Enterprise Miner supports should match with the time units listed in this table.
MDL_ABT_LAST_RUN_AS_OF_DT_DTL	Contains details about the last built of modeling ABT. It contains one or more 'as of date' for which ABT was built last time. For non-stacked ABT, it contains only one record per ABT. For stacked ABT, it contains more than one date depending on stacked ABT specifications. It is populated independent of whether the ABT build was successful or unsuccessful.
MDL_EVL_LAST_RUN_AS_OF_DT_DTL	Stores details related to last run of model evaluation (model-back testing run). <i>Note:</i> Currently, SAS Customer Analytics for Communications does not use this table.
MODEL_MASTER	Is the master table for analytical model that is built using the modeling ABT. A record is added in this table when a user captures the model's information in the Project workspace.

Table Name	Description
MODEL_OUTPUT_COLUMN	Contains the list of model scoring output. These are output columns such as _SEGMENT_, and P_TARGET_VAR1 of the scoring code. This information is captured from the metadata of the registered model. Entries for the model scoring outputs are added into this table when the corresponding metadata registered analytical model is captured through application UI.
MODEL_RULE_MASTER	Contains analytical rules such as the rules generated from association or market base analysis (MBA) model. This table stores the details about the rules from captured models. The entry for rules is made into these tables whenever the corresponding metadata registered analytical model is captured through the application UI.
MODEL_SCORING_OUTPUT_COLUMN	Contains the list of model scoring output. These are output columns when scoring code is applied on scoring ABT. The model is submitted for scoring (registered) from project work space. This table contains information about scoring output columns of the model. This information is captured from metadata of registered model. All those scoring output columns that need to be stored under predicted scoring result-related table have the name of corresponding column of predicted scoring result-related table specified in CORRSPNDNG_SCR_RSLT_COLUMN_NM. Logic of mapping between scoring output column and corresponding column in predicted scoring result table is specific to model type, project purpose. For propensity model, typically only scoring output column with name as 'P_<Binary Outcome Column Name>'1' is stored in PREDICTED_TARGET_PROBABILITY column of predicted scoring result-related table. This table is applicable for segmentation type of models too. This mapping logic is in the macro with name as specified in the MCR_DABT_UPDATE_SCR_RSLT_COLUMN global application parameter.
MODEL_SEGMENT_MASTER	Stores a list of possible segments that will be assigned during the scoring process as given by the segmentation model. Entries for segments are made into this table when the corresponding metadata registered analytical model is captured through the application UI.
MODEL_STATUS_MASTER	Contains the status that is applicable for analytical model. The status values can be Model Published for Scoring and Model not Published for Scoring.
MODEL_X_MODELING_ABT	Is an intersection table between Analytical Model and Modeling ABT. A many to many relationship is designed for future release. Currently, only one-to-one relationship between Model and ABT is supported. The entry for this mapping is added into this table when the corresponding metadata registered analytical model is captured through the application UI.

Table Name	Description
MODEL_X_SIGNIFICANT_VARIABLE	Contains all the significant variables. However, it does not contain the expression variable that is used in the expression of significant variables. This information is captured from metadata of registered model. Entries for significant variables are made into this table whenever the corresponding metadata registered analytical model is captured through application UI.
MODELING_ABT_MASTER	Contains the information about modeling ABT.
MODELING_ABT_STATUS_MASTER	Contains the status applicable for modeling ABT. It has three possible values: <ul style="list-style-type: none"> • Not built: This value is applicable for new ABT, ABT modified after last build, and subset criterion modified after last build. • Built: This value is applicable for first built, built after changes, same ABT built again as of same date, and built as of new date without any change in ABT or subset criterion. • Submitted for Modeling
MODELING_ABT_X_VARIABLE	Contains the intersection table that is used to associate modeling ABT with its variables. One variable can be used in multiple ABTs. In a project, we cannot have two variables across ABT, of different definition, with the same physical column name. This is done to avoid problems during significant variable identification and scoring. This table contains information about all input variables required in the final ABT. It contains other variables that are used in the expression of input variables of derived type. It also contains information about model's outcome variable that is calculated as of outcome period end date.
OPERATOR_MASTER	Describes all the operators that are currently supported while specifying subset query where conditions. For example, the operators include equal to, not equal to, greater than, less than, and so on. The values that are stored in this table are used in internal logic. Therefore, these should not be edited during implementation. Also, new records should not be added to this table during implementation.
PARAMETER_MASTER	Contains the parameters that are initialized as global macro variables. These variables are then used in various SAS macros or middle tier code. Most of these parameters are referred by the common code of the solution. Therefore, these parameter are inserted by DABT itself. The parameters that the solution-specific code refers are inserted by the respective solution.
PARAMETER_VALUE_DTL	Contains values of each parameter that is available in the PARAMETER_MASTER table.

Table Name	Description
POST_ACTION_MACRO_CONFIG_DTL	Stores configuration of macro to be called post certain actions. This configuration is in reference to the ACTION_MASTER table. These macros are called to perform certain steps after that action is complete. This configuration is pre-packaged with the solution. Therefore, it should not be edited during implementation.
PRODUCT_WISE_VALID_PURPOSE_CD	Stores the list of purpose codes and their association with the respective product.
PROJECT_MASTER	Contains the grouping of various entities that are required for an analytical solution to a problem of specific purpose. Each group is called a project. A project includes subset query, modeling ABT, and analytical model.
PURPOSE_LEVEL_CONFIG_DTL	Stores configuration that is defined for a given purpose and level (subject of analysis) combination.
PURPOSE_LEVEL_LIFETIME_CONFIG	Captures the desired lifetime unit configuration for purpose and level, such as the customer lifetime value models that are built at customer level, using survival node in SAS Enterprise Miner. This table should be populated with correct values for keys for purpose, level, and the desired time unit for lifetime.
PURPOSE_MASTER	Contains various possible purposes as supported by the solution such as retention, cross-sell, up-sell, and segmentation. Records in this table are pre-packaged with the solution. During implementation, you can edit the PURPOSE_SHORT_NM and PURPOSE_DESC columns that are used for display in the user interface. However, values in the PURPOSE_CD column are used in internal logic and should not be edited.
PURPOSE_TIME_GRAIN_CONFIG_DTL	Stores the configuration defined for a given purpose and time frequency (ABT data aggregation) combination.
PURPOSE_X_LEVEL	It is the mapping table between project purpose and level (subject of analysis). This mapping helps selecting a valid combination of purpose and subject of analysis during project definition. This mapping is not applicable for variable-level specification, that is for associated levels. All association levels, in spite of purpose-specific level, mapping to level of project are available as the associated level for variable definition.
RECENT_VARIABLE	Contains information that is specific to time-based variables. It is the sub table of the VARIABLE_MASTER table.
SCORING_CONTROL_DETAIL	Contains the information about each execution of the scoring job. It contains one record corresponding to each scoring job run. It has information about steps that are executed during the execution of the scoring job. For example, this information includes status of ABT Building, status of scoring, status of populate ARM step, name of Scored ABT, and outcome period end date corresponding to each scoring run

Table Name	Description
SCORING_MODEL	Contains snapshot of the required details of a model after the model is submitted for scoring (registered) from the Project workspace. This information is used while deploying the scoring job.
SCORING_MODEL_RULE_DTLS	Stores details about the rules generated by published models. All rules of the SCORING_MODEL_RULE_MASTER table are stored in normalized form in this table. The number of records in this table would correspond to total size of left and right hand of the rule. If the left hand of the rule has two items and right hand of the rule has two items, then three records would be inserted for that rule in this table. For example, one record in the SCORING_MODEL_RULE_MASTER table can look like 'SERVICE_1 & SERVICE_28 --> SERVICE --8'. Three records will be created for the same rule in this table. If entity level of the scoring rule model is service, then there will be three entries for unit ID, two with LHS as RULE_UNIT_TYPE_CD and UNIT_ID as 'SERVICE_1', and the other with RULE_UNIT_TYPE_CD as 'RHS' and UNIT_ID as 'SERVICE_8' respectively.
SCORING_MODEL_RULE_MASTER	Contains analytical rules that are generated from the association or MBA model. This table stores the details about the rules from the captured models. The entry for these rules is made into the tables whenever the corresponding captured analytical model is published for scoring through the application UI.
SCORING_MODEL_SEGMENT_MASTER	Stores the list of possible segments that can be assigned while scoring using a given segmentation model. The MODEL_SEGMENT_MASTER table is the source for this table. The entries for segments are added into this table when the corresponding model is published for scoring through the application UI.
SCORING_TEMPLATE_DETAIL	Contains information about scoring model, scoring ABT and the corresponding scoring jobs.

Table Name	Description
SCR_MODEL_X_ACT_OUTCOME_VAR	Contains information about those variables that are marked as outcome variables in the corresponding modeling ABT, after the model is submitted for scoring (registered) from the project work space. These variables have the following value OUTCOME_VARIABLE_FLG = '1'. It also contains information about those expression variables that are used in deriving outcome variables. These variables have the following value OUTCOME_VARIABLE_FLG = '0'. All those variables that need to be tracked or stored under the actual result-related table, has the name of the corresponding column of the actual result-related table. These details are specified in the CORRESPONDING_ACT_RSLT_CLMN_NM column. The logic of mapping between the scoring outcome variable and put column, and the corresponding column in the actual result table is specific to model type and project purpose. Only the variable that is directly marked as outcome is stored in the actual result-related table. In some scenarios, you can track or store actual values of expression variables that were not directly marked as outcome variable. No records exist in this table for the segmentation type of models. Therefore, this table is not applicable for segmentation type of model.
SCR_MODEL_X_SCR_INPUT_VARIABLE	Contains information about the significant input variables and other variables that are used in the expression of significant input variables of derived type, after a model is submitted for scoring (registered) from the Project workspace.
SOURCE_AS_OF_TIME_MASTER	Contains the time periods that are used to define a direct variable. For a direct variable, the time period indicates the history period from which the variable value is to be computed. Users have to select a time period when they define a direct variable.
SOURCE_COLUMN_MASTER	Contains the information about columns of different data sources (tables, information maps, or views). These columns are used for defining different types of variables such as key, dimension attribute, measure, and date types or for applying the subset filter.
SOURCE_COLUMN_X_USAGE	Defines the association between a source column and its usage. A column can have one or more usage. These columns need to be of date or datetime type. Probable usage are date for extraction usage for behavioral variable, date for sorting usage for time-based variable, date for valid from and to usage for direct variables, or subset specification.
SOURCE_DIM_ATTRIB_VALUE_MASTER	Contains information about distinct possible values of every dimensional attribute. These values are used to define behavioral and time-based variables, and subset query to define selection filter criterion. These dimensional attribute values are not used for defining direct variables. So, values need not be inserted for table or column that is used only for direct variables.

Table Name	Description
SOURCE_TABLE_MASTER	Contains information about the various data sources that are used as a source for ABT creation or subset criterion filters.
SOURCE_TABLE_X_LEVEL	Provides the information about the level at which information is available in a source table or level to which it can be aggregated to. For example, table that contains information at account level can be aggregated at customer level too. All source tables mapped with a certain level must have a column with name mentioned in SOURCE_LEVEL_MASTER.LEVEL_KEY_COLUMN_NM. This is an intersection table that is used to associate the source table and level.
SOURCE_TABLE_X_PURPOSE	Defines the association between a data source and a purpose.
SOURCE_TABLE_X_TIME_FREQUENCY	Defines the mapping between a source table and time frequency such as daily or monthly. Behavioral variables are defined in terms of time period. Time period having same time frequency as that of source table are available while defining behavioral variables. It is mandatory to specify mapping between a source table and time frequency for all source tables to be used as source for behavioral variables.
SOURCE_TABLE_X_USAGE	Contains the association between a data source and its usage. A table can have one or more usage.
SOURCE_TIME_PERIOD	<p>Contains the time period that is applicable to define a behavioral or time-based variable. For a behavioral variable, time period describes the possible periods for which data needs to be aggregated to calculate the variable values. For example, you can define time periods such as past 3 months, past 15 days, and 13 to 24 months.</p> <p>For a time-based variable, the time period indicates the history period that you want to consider for defining the variable.</p>
STATUS_MASTER	Contains the status applicable for different entities such as modeling ABT build run, scoring job run, and actual job run. It holds values for failed, success status, and so on.
SUBJECT_GROUP_MASTER	It is the master table of the subject group. A subject group is a predefined group of members that share a common set of attributes. A subject group is specified in terms of a subset criteria query.
SUBJECT_GROUP_SPCFCN_DTL	It is the master table for the subject group configuration.
SUBSET_FILTER_NODE	Stores one record for every node in subset definition.

Table Name	Description
SUBSET_FILTER_NODE_EXPRESSION	<p>Stores multiple conditions that form a complete WHERE clause expression for subset queries. One subset query can involve filters based various columns of tables on its associated path. This table contains one record for every filter criterion that refers to the source table attributes. This table will help construct the WHERE Clause Expression. A WHERE expression can be a sequence of operands and operators that define a condition for selecting observations such as WHERE operand <operator> <operand>. This table helps in constructing the WHERE clause expression of a subset query.</p>
SUBSET_FROM_PATH_MASTER	<p>Defines a group of related tables. The purpose of having a subset map is to allow users to apply filters on the data in subset map tables. A subset map is designed in a specific way so that users can apply filters on any column of the subset map tables. A subset map is linked to one or more subject of analysis. This linkage indicates that a given subset map can be used for project having a specified subject of analysis, that is, a given subset map can be used to select filtered list of all subjects.</p> <p>A given subset query is based on filter conditions on columns of one or more tables. Subset query SQL formation will need relationship among all these tables involved in it. This will be in the form of join conditions among various tables. Same set of tables can be related to each other based on a certain set of joining conditions, that is, a group table can have certain relationship paths. There has to be one record in the SUBSET_FROM_PATH_MASTER table describing this path. A subset map helps in constructing the FROM clause expression of the subset query.</p>
SUBSET_FROM_PATH_X_LEVEL	<p>A subset query can involve one or more tables on a relationship path. Same path (set of tables) can be used to extract subjects of one or more levels such as accounts or customers. A subset map is linked to one or more subject of analysis. This linkage indicates that the subset map can be used for projects having a specified subject of analysis, that is, to select the filtered list of all subjects. Subset from path and subject of analysis can have many to many relationships. This is mapped using the SUBSET_FROM_PATH_X_LEVEL table. This table along with subject of analysis of project or scoring model helps in constructing the SELECT clause expression of the subset query.</p>

Table Name	Description
SUBSET_QUERY_MASTER	<p>The purpose of a subset query is to subset list of subjects that need to be considered for a given project. It is applied while creating a modeling or scoring ABT. This query is useful when the user does not want to model or score all customers but a smaller set of customers. For example, young customers from Mumbai or savings account with more than \$2000 balance. Subset query SQL is created by combining SELECT expression (as indicated by LEVEL_SK of Project), FROM expression (as indicated SUBSET_FROM_PATH_SK) and WHERE expression (as indicated by WHERE_CLAUSE_EXPRESSION). This table contains one record for every subset query with its description, path, level, and WHERE Clause.</p>
SUBSET_TABLE_JOIN_CONDITION	<p>A subset query is based on filter conditions on columns of one or more tables. Subset query SQL formation requires a relationship among all these tables involved in it. This will be in the form of join conditions among various tables. Same set of tables can be related to each other based on certain set of joining conditions, that is a group table has a certain relationship paths. There has to be one record in the SUBSET_FROM_PATH_MASTER table describing this path. Path is defined by various tables on that path and the join conditions in those tables.</p> <p>SUBSET_TABLE_JOIN_CONDITION table contains join conditions between tables and the path.</p> <p>SUBSET_TABLE_JOIN_CONDITION table helps construct the FROM CLAUSE.</p> <p>You can configure Information map (which is internally based on one or more tables) as source table on a given subset path. However, if the given subset path involves information map, it should not involve any other information map or source table on that subset path. It should be based on only one information map. All required tables for subset specification should be part of that information map.)</p>
SUPPLEMENTARY_VARIABLE	<p>Contains information about direct variables such as first name, city, and age. It is the sub table of the VARIABLE_MASTER table.</p>
SYSTEM_GEN_VARIABLE_MASTER	<p>Contains the master list of column data types such as numeric, character, date, and date time. This table is used to define column data types for input source table and variable columns. Records in this table are pre-packaged with the solution. These records are used in internal logic and should not be edited.</p>
TABLE_USAGE_MASTER	<p>Contains the master list of usage of source table. Records in this table are pre-packaged with the solution. During implementation, you can edit the TABLE_USAGE_SHORT_NM and TABLE_USAGE_DESC columns. These columns are used for display in the user interface. The values in the TABLE_USAGE_CD column are used in internal logic and should not be edited.</p>

Table Name	Description
TABLE_X_LEVEL_KEY_COLUMN	This table needs to be populated only for those source tables that are used to define mapping in level_assoc table and do not have columns with same name as that defined in level_key_column_dtl. Also, it needs to be populated only for a level for which the defined table does not have level key column name same as that defined in level_key_column_dtl for that level.
TIME_FREQUENCY_MASTER	Contains the list of time frequencies such as month, week, and day that are used to aggregate a variable definition. Records in this table are pre-packaged with the solution. During implementation, you can edit the TIME_FREQUENCY_SHORT_NM and TIME_FREQUENCY_DESC columns. These columns are used to display information in the user interface. However, values in the TIME_FREQUENCY_CD column are used in internal logic and should not be edited.
VARIABLE_DIM_ATTRIBUTE_FILTER	Contains various dimension filters such as PAYMENT_MODE= 'POSTPAID' and SUBSCRIPTION_STATUS= 'ACTIVE' that define the behavioral or time-based type of ABT variables.
VARIABLE_MASTER	Contains a list of variables in an ABT. This table also contains information about direct, time-based, behavioral, and derived variables. It also contains sub tables that store information specific to each type of variables.
VARIABLE_TYPE_MASTER	Describes the variable types that are used to define ABT variables, such as, Behavioral (BEH), Time Based or Recent (RNT), Supplementary or Direct (SPM), and Derived (DER). The records in this table are pre-packaged with the solution. During implementation, you can edit the values in the VARIABLE_TYPE_SHORT_NM and VARIABLE_TYPE_DESC columns that are used for display in the User interface. The values in the VARIABLE_TYPE_CD column are used in internal logic and should not be edited.

Analytical Results Area Tables

Table 5.3 *Analytical Results Area Tables*

Table Name	Description
PREDICTED_SCORING_RESULT_SUB	Contains the predicted probability of the occurrence of an event. These probabilities or scores are retrieved from the SAS Enterprise Miner models that are registered in the metadata. The score code that is generated by these models is embedded in the scoring template. Whenever a scoring template is scheduled to run, the data about subscriptions, the date of scoring, the corresponding analytical model, and the predicted outcome is stored in this table.
PREDICTED_SCORING_RESULT_CUST	Contains the predicted probability of the occurrence of an event. These probabilities or scores are retrieved from the SAS Enterprise Miner models that are registered in the metadata. The score code that is generated by these models is embedded in the scoring template. Whenever a scoring template is scheduled to run, the data about customers, the date of scoring, corresponding analytical model, and the predicted outcome is stored in this table.
PREDICTED_SCORING_RESULT_PRS	Stores the predicted probability of the occurrence of an event. This table stores scores only for prospect customers. These probabilities or scores are retrieved from SAS Enterprise Miner models that are registered in the metadata. The score code generated by these models is embedded in the scoring template. Whenever a scoring template is scheduled to run, the data about prospect customers, the date of scoring, the corresponding analytical model and the predicted outcome is stored in this table.
SEGMENT_SCORING_RESULT_CUST	Contains the predicted segments assigned to customers. The segments that are assigned to customers as a part of scoring are retrieved from the SAS Enterprise Miner models that are registered in the metadata. The score code generated by these models is embedded in the scoring template. Whenever a scoring template is scheduled to run, the data about customers, the date of scoring, corresponding analytical model and the segment code itself is stored in this table.
RULES_SCORING_RESULT_CUST	Stores the association or market basket analysis (MBA) rules that are applicable to customers. These rules are retrieved from the SAS Enterprise Miner models that are registered in the metadata. The score code generated by these models is embedded in the scoring template. Whenever a scoring template is scheduled to run, the data about customers, the date of scoring, corresponding analytical model and the rules applicable to customers are stored in this table.

Table Name	Description
RULES_SCORING_RESULT_SUB	Stores the association or MBA rules that are applicable to subscriptions. These rules are retrieved from the SAS Enterprise Miner models that are registered in the metadata. The score code generated by these models is embedded in the scoring template. Whenever a scoring template is scheduled to run, the data about subscriptions, the date of scoring, the corresponding analytical model, and the rules applicable to customers are stored in this table.

Note: SAS Customer Analytics for Communications does not use the following Analytical results area tables:

- ACTUAL_RESULT_CUST
- .ACTUAL_RESULT_SUB

Chapter 6

Column Descriptions of Base Tables

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Base Tables for Analytics

Table 6.1 *PRE_PD_CUST_OFFER_SNPSHT_B Table*

Column Name	Data Type	Description	Null Option	Is PK
AGRMNT_START_DT	DATE	Contains the date on which the agreement is effective.	NOT NULL	No
AGRMNT_TERM_DT	DATE	Contains the date on which the agreement is terminated.	NOT NULL	No
AGRMNT_TYPE_CD	VARCHAR(10)	Contains the code that is assigned to the type of agreement by business.	NULL	No
CAMPAIGN_CD	VARCHAR(10)	Contains the campaign code through which the offer was sold to the customer.	NULL	No
CHANNEL_TYPE_CD	VARCHAR(10)	Contains the code that is assigned to the type of channel by business.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
CUST_ID	VARCHAR(32)	Contains the unique identifier of a customer that is given by business. This identifier will help business access and analyze important information about customer.	NOT NULL	Yes
OFFER_BUNDLE_ID	VARCHAR(32)	Contains the business identifier that is assigned for an offer bundle.	NOT NULL	No
OFFER_CUST_TYPE_CD	VARCHAR(10)	Contains the code that is assigned to the customer type such as SME, public sector, and large business.	NULL	No
OFFER_ID	VARCHAR(32)	Contains the business identifier of an entity. This entity stores the final marketable combinations of all tariffs that can be owned by a customer.	NOT NULL	Yes
OFFER_PYMNT_MODE_CD	VARCHAR(10)	Contains the code that is assigned to an offer payment mode such as prepaid and postpaid.	NULL	No
OFFER_SEGMENT_CD	VARCHAR(10)	Contains the code that is assigned to an offer segment such as CDMA and GSM.	NULL	No
OFFER_TYPE_CD	VARCHAR(10)	Contains the code that is assigned to the offer type.	NULL	No
PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	NOT NULL	No
SALES_CHANNEL_ID	VARCHAR(32)	Contains the unique identifier that is assigned by business to a channel. This identifier will help business access and analyze important information about the channel.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
SNAPSHOT_DT	DATE	Contains the snapshot date.	NOT NULL	Yes

Table 6.2 *PRE_PD_CUST_SNPSHT_B Table*

Column Name	Data Type	Description	Null Option	Is PK
BASE_OFFER_CUST_TYPE_CD	VARCHAR(10)	A target customer type (for example, SME, public sector, and large business) that is eligible for the given offer bundle.	NULL	No
BASE_OFFER_ID	VARCHAR(32)	A unique business identifier that is assigned to the base offer in an offer bundle.	NOT NULL	No
BASE_OFFER_PYMNT_MODE_CD	VARCHAR(10)	Contains the code that is assigned to prepaid mobility and postpaid mobility.	NULL	No
BASE_OFFER_SEGMENT_CD	VARCHAR(10)	Contains the code that is assigned to an offer segment such as GSM and CDMA.	NULL	No
CURR_OFFER_BUNDLE_ID	VARCHAR(32)	Contains the business identifier that is assigned to the current offer bundle.	NOT NULL	No
CUST_ID	VARCHAR(32)	Contains the unique identifier that is assigned by business to a customer. This identifier will help business access and analyze important information about a customer.	NOT NULL	Yes
NUM_OF_OFFERS	NUMBER(10)	The total number of offers that are available in an offer bundle.	NULL	No
OFFER_BUNDLE_CHNG_CNT	NUMBER(6)	The number of times an offer bundle was changed by a customer in a certain period.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
OFFER_BUNDLE_CHNG_FLG	CHAR(1)	Indicates whether the offer bundle was changed by a customer in a certain period.	NULL	No
PREV_OFFER_BUNDLE_ID	VARCHAR(32)	Contains the unique identifier that is assigned to a previous offer bundle.	NULL	No
PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	NOT NULL	No
SNAPSHOT_DT	DATE	Contains the snapshot date.	NOT NULL	Yes
TOT_SUBSCR_ACTIVE_CNT	NUMBER(6)	The total active subscription in a certain period.	NULL	No
TOT_SUBSCR_ADDED_CNT	NUMBER(6)	The total subscription that is added in a certain period.	NULL	No
TOT_SUBSCR_DROPPED_CNT	NUMBER(6)	The total subscription that is dropped in a certain period.	NULL	No
TOT_SUBSCR_VOLUN_DACTVN_CNT	NUMBER(6)	The total subscription that is voluntarily deactivated in a certain period.	NULL	No

Table 6.3 PRE_PD_SUBSCR_BUCKET_DRVD_B Table

Column Name	Data Type	Description	Null Option	Is PK
CSP_USG_BUCKET_CD	VARCHAR(10)	Contains the code for usage buckets as defined by the communications service provider.	NULL	Yes
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL	No

Column Name	Data Type	Description	Null Option	Is PK
DUR_FRST_DECR_FRM_ACTVN	NUMERIC(10)	Contains the duration in days between the date of activation and the date of the first decrement.	NULL	No
DUR_FRST_RCHRG_FRM_ACTVN	NUMERIC(10)	Contains the duration in days between the activation date and the date of the first recharge.	NULL	No
DUR_LST_RCHRG_FRST_DECR	NUMERIC(10)	Contains the duration in days between the latest recharge and the first decrement.	NULL	No
PROCESSED_DTTM	NUMERIC(8)	Contains the last date and time that a record was processed.	NOT NULL	No
SNAPSHOT_DT	DATE	Specifies the calendar date for date of snapshot	NULL	Yes
SUBSCRP_ACTIVATION_DT	DATE	Contains the date on which a subscription is activated in the billing system.	NOT NULL	No
SUBSCRP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL	Yes

Table 6.4 PRE_PD_SUBSCRP_USAGE_DRVD_B Table

Column Name	Data Type	Description	Null Option	Is PK
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL	No
DUR_FRST_USG_FRM_ACTVN	NUMERIC(10)	Contains the duration in days between the activation date and the date of the first usage.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
DUR_LST_ RCHRG_FRST_ USG	NUMERIC(10)	Contains the duration in days between the latest recharge and the first usage.	NULL	No
EVENT_ DIRECTION_CD	VARCHAR(10)	Contains the code for a direction of an event type for which a rate is defined. The supplied values can be incoming or outgoing.	NULL	Yes
PROCESSED_ DTTM	NUMERIC(8)	Contains the last date and time that a record was processed.	NOT NULL	No
PROD_ACCESS_ CATEGORY_CD	VARCHAR(10)	Contains a code for an access category. These codes are based on the method that is used for accessing services. The supplied values can be wireline or wireless.	NULL	No
PROD_ACCESS_ STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL	No
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL	Yes
SERVICE_ CATEGORY_CD	VARCHAR(10)	Contains a code that categorizes a service. Example of a service category includes messaging service.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
SERVICE_ DELIVERY_TECH_ CD	VARCHAR(10)	Contains a code for a communication technology or a protocol over which a service is delivered. The supplied values can be WAP, GPRS, and WAP over GPRS.	NULL	No
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL	Yes
SNAPSHOT_DT	DATE	Specifies the calendar date for date of snapshot.	NULL	Yes
SUBSCRIP_ ACTIVATION_DT	DATE	Contains the date on which a subscription is activated in the billing system.	NOT NULL	No
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL	Yes

Table 6.5 PST_PD_CUST_ACCT_SNPSHT_B Table

Column Name	Data Type	Description	Null Option	Is PK
BILL_CYCLE_CD	VARCHAR(10)	Contains the code for a bill cycle based on the source billing system.	NULL	No
BILL_CYCLE_DT	DATE	Contains the date on which bills for a certain bill cycle are to be generated	NULL	No
CUST_ACCT_ CREATION_DT	DATE	Contains the date on which an account is created.	NULL	No
CUST_ACCT_ CREDIT_CLASS_ CD	VARCHAR(10)	Contains the code for credit class that can be associated at the account level.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
CUST_ACCT_ID	VARCHAR(32)	Contains the unique identifier for a customer's account.	NOT NULL	Yes
CUST_ACCT_STATUS_CD	VARCHAR(10)	Contains the code for the status of a customer's account. Examples include active or suspended.	NULL	No
CUST_ID	VARCHAR(32)	Contains a unique identifier that is assigned for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL	No
EVER_IN_COLLECTION_IND	CHARACTER(1)	Indicates whether the account was ever in collections.	NULL	No
OVERDUE_IND	CHARACTER(1)	Indicates whether the account has due-amount, which is overdue, or past the payment due date.	NULL	No
PROCESSED_DTTM	NUMERIC(8)	Contains the last date and time that a record was processed.	NOT NULL	No
SNAPSHOT_DT	DATE	Specifies the calendar date for the date of snapshot.	NULL	Yes
TOT_PYMNT_METHOD_CNT	NUMBER(6)	The number of payment methods used in the period.	NULL	No
TOT_BOUNCED_PYMNT_CNT	NUMBER(6)	The number of times the payment bounced in the period.	NULL	No
TOT_BOUNCED_PYMNT_AMT	NUMBER(15,3)	The amount of the payment that bounced in the period.	NULL	No

Table 6.6 PST_PD_CUST_OFFER_SNPST_B Table

Column Name	Data Type	Description	Null Option	Is PK
AGRMNT_START_DT	DATE	Contains the date on which the agreement is effective.	NOT NULL	No
AGRMNT_TERM_DT	DATE	Contains the date on which the agreement is terminated.	NOT NULL	No
AGRMNT_TYPE_CD	VARCHAR(10)	Contains the code that is assigned by business to the type of agreement.	NULL	No
BILL_CYCLE_CD	VARCHAR(10)	Contains the code that is assigned by business to the billing cycle.	NULL	No
BILL_CYCLE_DT	DATE	Contains the billing cycle date.	NULL	No
CAMPAIGN_CD	VARCHAR(10)	Contains the campaign code through which the offer was sold to the customer.	NULL	No
CHANNEL_TYPE_CD	VARCHAR(10)	Contains the code that is assigned to the type of channel by business.	NULL	No
CUST_ID	VARCHAR(32)	Contains the unique identifier that is assigned by business to a customer. This identifier will help business access and analyze important information about a customer.	NOT NULL	Yes
OFFER_BUNDLE_ID	VARCHAR(32)	Contains the business identifier that is assigned to an offer bundle.	NOT NULL	No
OFFER_CUST_TYPE_CD	VARCHAR(10)	Contains the code that is assigned to the customer type such as SME, public sector, and large business.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
OFFER_ID	VARCHAR(32)	Contains the business identifier of an entity. This entity stores the final marketable combinations of all tariffs that can be owned by a customer.	NOT NULL	Yes
OFFER_PYMNT_MODE_CD	VARCHAR(10)	Contains the code that is assigned to an offer payment mode such as prepaid and postpaid.	NULL	No
OFFER_SEGMENT_CD	VARCHAR(10)	Contains the code that is assigned to an offer segment such as CDMA and GSM.	NULL	No
OFFER_TYPE_CD	VARCHAR(10)	Contains the code that is assigned to the offer type.	NULL	No
PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	NOT NULL	No
SALES_CHANNEL_ID	VARCHAR(32)	Contains the unique identifier that is assigned by business to a channel. This identifier will help business access and analyze important information about the channel.	NULL	No
SNAPSHOT_DT	DATE	Contains the snapshot date.	NOT NULL	Yes

Table 6.7 PST_PD_CUST_SNPSHT_B Table

Column Name	Data Type	Description	Null Option	Is PK
BASE_OFFER_CUST_TYPE_CD	VARCHAR(10)	Indicates a target customer type (for example, SME, public sector, and large business) that is eligible for the given offer bundle.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
BASE_OFFER_ID	VARCHAR(32)	Contains a unique business identifier that is assigned to the base offer in an offer bundle.	NOT NULL	No
BASE_OFFER_PYMNT_MODE_CD	VARCHAR(10)	Contains the code that is assigned to prepaid mobility and postpaid mobility.	NULL	No
BASE_OFFER_SEGMENT_CD	VARCHAR(10)	Contains the code that is assigned to an offer segment such as GSM and CDMA.	NULL	No
BILL_CYCLE_CD	VARCHAR(10)	Contains the code that is assigned by business to the billing cycle.	NULL	No
BILL_CYCLE_DT	DATE	Contains the billing cycle date.	NULL	No
CURR_OFFER_BUNDLE_ID	VARCHAR(32)	Contains the business identifier that is assigned to the current offer bundle.	NOT NULL	No
CUST_ID	VARCHAR(32)	Contains the unique identifier of a customer that is given by business. This identifier will help business access and analyze important information about customer.	NOT NULL	Yes
NUM_OF_OFFERS	NUMBER(10)	Contains the total number of offers that are available in an offer bundle.	NULL	No
OFFER_BUNDLE_CHNG_CNT	NUMBER(6)	Contains the number of times an offer bundle was changed by a customer in a certain period.	NULL	No
OFFER_BUNDLE_CHNG_FLG	CHAR(1)	Indicates whether the offer bundle was changed by a customer in a certain period.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
PREV_OFFER_BUNDLE_ID	VARCHAR(32)	Contains the unique identifier that is assigned to a previous offer bundle.	NULL	No
PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	NOT NULL	No
SNAPSHOT_DT	DATE	Contains the snapshot date.	NOT NULL	Yes
TOT_SUBSCRIP_ACTIVE_CNT	NUMBER(6)	Contains the total active subscription in a certain period.	NULL	No
TOT_SUBSCRIP_ADDED_CNT	NUMBER(6)	Contains the total subscription that is added in a certain period.	NULL	No
TOT_SUBSCRIP_DROPPED_CNT	NUMBER(6)	Contains the total subscription that is dropped in a certain period.	NULL	No
TOT_SUBSCRIP_VOLUN_DACTVN_CNT	NUMBER(6)	Contains the total subscription that is voluntarily deactivated in a certain period.	NULL	No

Table 6.8 PST_PD_PAYMENT_DRVD_B Table

Column Name	Data Type	Description	Null Option	Is PK
BILL_CYCLE_CD	VARCHAR(10)	Contains the code for a bill cycle based on the source billing system.	NULL	No
BILL_CYCLE_DT	DATE	Contains the date on which bills for a certain bill cycle are to be generated	NULL	Yes
BILL_DUE_AMT	NUMERIC(15,3)	Contains the amount that is due against a bill. This amount can be same as net payable or less than that if partial payment is made.	NULL	No
BILL_DUE_DT	DATE	The bill due date	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
BILL_DUE_IND	CHARACTER(1)	Indicates whether a bill is due against a certain customer's account	NULL	No
BILL_ID	VARCHAR(32)	Contains a unique identifier for a bill.	NOT NULL	Yes
CUST_ACCT_ID	VARCHAR(32)	Contains a unique identifier for a customer's account.	NOT NULL	Yes
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL	No
LAST_PYMNT_DT	DATE	Contains the date that is associated with the last payment made for the account	NULL	No
PROCESSED_DTTM	NUMERIC(8)	Contains the last date and time that a record was processed.	NOT NULL	No
PYMNT_CNT	NUMERIC(6)	Contains the total number of payments made during a certain period.	NULL	No

Table 6.9 *USAGE_MONTHLY_SUMMARY_B Table*

Column Name	Data Type	Description	Null Option	Is PK
CUST_SK	INTEGER	Contains the surrogate key for the Customer dimension.	NOT NULL	No

Column Name	Data Type	Description	Null Option	Is PK
DURATION_OF_CALLS	NUMBER(10)	Contains the duration of voice calls that originate from or terminate on a mobile or a fixed line in a certain period for a product that is owned by a subscription. The UOM (unit of measurement) for duration or volume is decided during implementation.	NULL	No
DURATION_OF_FREE_CALLS	NUMBER(10)	Contains the duration of free voice calls (offered only once or periodically) that originate from or terminate on a mobile or a fixed line in a certain period for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No
DURATION_OF_FREE_SESSIONS	NUMBER(10)	Contains the duration of free data sessions (offered only once or periodically) in a certain period for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No
DURATION_OF_SESSIONS	NUMBER(10)	The duration of data sessions formed for a product under a subscription. The UOM for duration or volume should be decided at the time of implementation.	NULL	No
EVENT_TYPE_SK	INTEGER	Contains the surrogate key for the Event Type dimension.	NOT NULL	Yes

Column Name	Data Type	Description	Null Option	Is PK
LAST_USAGE_DT	NUMBER(8)	Contains the last usage date.	NULL	No
MONTH_END_DT_SK	INTEGER	Contains the surrogate key for the Calendar dimension. This column indicates the end date of the calendar month.	NOT NULL	Yes
NUM_OF_CALLS	NUMBER(10)	Contains the number of voice calls that originate from or terminate on a mobile or a fixed line in a certain period for a product that is owned by a subscription.	NULL	No
NUM_OF_DROPPED_CALLS	NUMBER(10)	Contains the number of dropped voice calls for a mobile or a fixed line and a product that is owned by a subscription.	NULL	No
NUM_OF_DROPPED_SESSIONS	NUMBER(10)	Contains the duration of data sessions that are formed for a product that is owned by a subscription.	NULL	No
NUM_OF_FAILED_CALLS	NUMBER(10)	Contains the number of failed voice calls for a mobile or a fixed line and a product that is owned by a subscription.	NULL	No
NUM_OF_FAILED_MESSAGES	NUMBER(10)	Contains the number of messages that could not be received or sent for a product that is owned by a subscription.	NULL	No
NUM_OF_FAILED_SESSIONS	NUMBER(10)	Contains the number of unsuccessful data sessions for a product that is owned by a subscription.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
NUM_OF_FREE_CALLS	NUMBER(10)	Contains the number of free voice calls (offered only once or periodically) that originate from or terminate on a mobile or a fixed line in a certain period for a product that is owned by a subscription.	NULL	No
NUM_OF_FREE_MESSAGES	NUMBER(10)	Contains the number of free messages (offered only once or periodically) for a product that is owned by a subscription.	NULL	No
NUM_OF_FREE_SESSIONS	NUMBER(10)	Contains the number of free data sessions (offered only once or periodically) for a product that is owned by a subscription.	NULL	No
NUM_OF_MESSAGES	NUMBER(10)	Contains the number of messages that were sent or received in a certain period for a product that is owned by a subscription.	NULL	No
NUM_OF_SESSIONS	NUMBER(10)	Contains the number of data sessions that are formed in a certain period for a product that is owned by a subscription.	NULL	No
PROCESSED_DTTM	NUMERIC(8)	Contains the last date and time when a record was processed.	NOT NULL	No
PROD_SK	INTEGER	Contains the surrogate key for the Product dimension.	NOT NULL	Yes
SERVICE_SK	INTEGER	Contains the surrogate key for the Service dimension.	NOT NULL	Yes
SUBSCRIP_SK	INTEGER	Contains the surrogate key for the Customer Subscription dimension.	NOT NULL	Yes

Column Name	Data Type	Description	Null Option	Is PK
TIME_BAND_SK	INTEGER	Contains the surrogate key for the Time Band dimension.	NOT NULL	Yes
USG_REVENUE_AMT	NUMBER(15,3)	Contains the revenue that is generated for the message usage for a product that is owned by a subscription.	NULL	No
VOL_OF_DATA	NUMBER(10)	Contains the volume of data that is exchanged through data sessions in a certain period. The data sessions are formed for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation."	NULL	No
VOL_OF_FREE_DATA	NUMBER(10)	Contains the volume of data that is exchanged through free data sessions (offered only once or periodically) in a certain period for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No
VOL_OF_FREE_MESSAGES	NUMBER(10)	Contains the volume of free messages that are exchanged for a certain product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
VOL_OF_MESSAGES	NUMBER(10)	Contains the volume of messages that are exchanged in a certain period for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No

Table 6.10 USAGE_WEEKLY_SUMMARY_B Table

Column Name	Data Type	Description	Null Option	Is PK
CUST_SK	NUMBER(8)	Contains the surrogate key for the Customer dimension.	NOT NULL	No
DURATION_OF_CALLS	NUMBER(10)	Contains the duration of voice calls that originate from or terminate on a mobile or a fixed line in a certain period for a product that is owned by a subscription. The UOM (unit of measurement) for duration or volume is decided during implementation.	NULL	No
DURATION_OF_FREE_CALLS	NUMBER(10)	Contains the duration of free voice calls (offered only once or periodically) that originate from or terminate on a mobile or a fixed line in a certain period for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
DURATION_OF_FREE_SESSIONS	NUMBER(10)	Contains the duration of free data sessions (offered only once or periodically) in a certain period for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No
DURATION_OF_SESSIONS	NUMBER(10)	The duration of data sessions formed for a product under a subscription. The UOM for duration or volume should be decided at the time of implementation.	NULL	No
EVENT_TYPE_SK	NUMBER(8)	Contains the surrogate key for the Event Type dimension.	NOT NULL	Yes
LAST_USAGE_DT	NUMBER(8)	Contains the last usage date.	NULL	No
NUM_OF_CALLS	NUMBER(10)	Contains the number of voice calls that originate from or terminate on a mobile or a fixed line in a certain period for a product that is owned by a subscription.	NULL	No
NUM_OF_DROPPED_CALLS	NUMBER(10)	Contains the number of dropped voice calls for a mobile or a fixed line and a product that is owned by a subscription.	NULL	No
NUM_OF_DROPPED_SESSIONS	NUMBER(10)	Contains the duration of data sessions that are formed for a product that is owned by a subscription.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
NUM_OF_FAILED_CALLS	NUMBER(10)	Contains the number of failed voice calls for a mobile or a fixed line and a product that is owned by a subscription.	NULL	No
NUM_OF_FAILED_MESSAGES	NUMBER(10)	Contains the number of messages that could not be received or sent for a product that is owned by a subscription.	NULL	No
NUM_OF_FAILED_SESSIONS	NUMBER(10)	Contains the number of unsuccessful data sessions for a product that is owned by a subscription.	NULL	No
NUM_OF_FREE_CALLS	NUMBER(10)	Contains the number of free voice calls (offered only once or periodically) that originate from or terminate on a mobile or a fixed line in a certain period for a product that is owned by a subscription.	NULL	No
NUM_OF_FREE_MESSAGES	NUMBER(10)	Contains the number of free messages (offered only once or periodically) for a product that is owned by a subscription.	NULL	No
NUM_OF_FREE_SESSIONS	NUMBER(10)	Contains the number of free data sessions (offered only once or periodically) for a product that is owned by a subscription.	NULL	No
NUM_OF_MESSAGES	NUMBER(10)	Contains the number of messages that were sent or received in a certain period for a product that is owned by a subscription.	NULL	No
NUM_OF_SESSIONS	NUMBER(10)	Contains the number of data sessions that are formed in a certain period for a product that is owned by a subscription.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
PROCESSED_DTTM	NUMERIC(8)	Contains the last date and time when a record was processed.	NOT NULL	No
PROD_SK	NUMBER(8)	Contains the surrogate key for the Product dimension.	NOT NULL	Yes
SERVICE_SK	NUMBER(8)	Contains the surrogate key for the Service dimension.	NOT NULL	Yes
SUBSCRIP_SK	NUMBER(8)	Contains the surrogate key for the Customer Subscription dimension.	NOT NULL	Yes
TIME_BAND_SK	NUMBER(8)	Contains the surrogate key for the Time Band dimension.	NOT NULL	Yes
USG_REVENUE_AMT	NUMBER(15,3)	Contains the revenue that is generated for the message usage for a product that is owned by a subscription.	NULL	No
VOL_OF_DATA	NUMBER(10)	Contains the volume of data that is exchanged through data sessions in a certain period. The data sessions are formed for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation."	NULL	No
VOL_OF_FREE_DATA	NUMBER(10)	Contains the volume of data that is exchanged through free data sessions (offered only once or periodically) in a certain period for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No

Column Name	Data Type	Description	Null Option	Is PK
VOL_OF_FREE_MESSAGES	NUMBER(10)	Contains the volume of free messages that are exchanged for a certain product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No
VOL_OF_MESSAGES	NUMBER(10)	Contains the volume of messages that are exchanged in a certain period for a product that is owned by a subscription. The UOM for duration or volume is decided during implementation.	NULL	No
WEEK_END_DT_SK	NUMBER(8)	Contains the surrogate key for the Calendar dimension. This column indicates the weekend date.	NOT NULL	Yes

Chapter 7

Column Descriptions of Application Data Tables

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Application Data Tables

Table 7.1 ACTION_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
ACTION_CD	VARCHAR(20)	Contains the unique code value of each action that is currently supported. These values are pre-packaged along with solution and are also used in internal logic. Therefore, you should not edit these values.	Not Null	No
ACTION_DESC	VARCHAR(600)	Contains the action description.	Null	No
ACTION_SHORT_NM	VARCHAR(120)	Contains the action short name.	Not Null	No
ACTION_SK	INTEGER	Contains the surrogate key for Action Master.	Not Null	Yes

Table 7.2 ACTUAL_RESULT_CONTROL_DETAIL Table

Column Name	Data Type	Description	Null Option	Is PK
ACTUAL_RESULT_AB_T_NM	VARCHAR(30)	Contains the name of ABT that contains the actual values of an outcome variable.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
ACTUAL_RESULT_ AS_OF_DTTM	DATE	Contains the date of actual calculations.	Not Null	No
ACTUAL_RESULT_ CONTROL_DTL_ SK	INTEGER	Contains the surrogate key for the actual result control detail.	Not Null	Yes
ACTUAL_RESULT_ PROCESSED_ DTTM	DATE	Contains the date on which the actual calculation run was executed.	Not Null	No
BUILD_ABST_ STATUS_SK	INTEGER	Contains the surrogate key to status master.	Null	No
LOAD_ARM_ STATUS_SK	INTEGER	Contains the surrogate key to status master.	Null	No
SCORING_ CONTROL_ DETAIL_SK	INTEGER	Contains the surrogate key to scoring control detail. This key indicates a scoring run.	Not Null	No

Table 7.3 AGGREGATION_TYPE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
AGGREGATION_ TYPE_CD	VARCHAR(3)	Contains the unique code value, such as SUM, MIN, MAX, AVG, or CNT, of each aggregation type. These values are pre-packaged along with the solution and are also used in internal logic. Therefore, you should not edit these values.	Not Null	No
AGGREGATION_ TYPE_DESC	VARCHAR(600)	Contains the description of the aggregation type.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
AGGREGATION_ TYPE_SHORT_NM	VARCHAR(120)	Contains the short name of the aggregation type such as average, summation, and minimum. These values are used for display in the UI.	Not Null	No
AGGREGATION_ TYPE_SK	INTEGER	Contains the surrogate key for the supported aggregation types.	Not Null	Yes

Table 7.4 BEHAVIORAL_VARIABLE Table

Column Name	Data Type	Description	Null Option	Is PK
AGGREGATION_ TYPE_SK	INTEGER	Contains the foreign key to the aggregation type that is used for deriving a behavioral variable. The possible values are SUM, MIN, MAX, COUNT, and AVG. For example, Transaction Summation for TOT_TR_AMT_LST_1M, and Average for AVG_BAL_AMT_LST_3M.	Not Null	No
MEASURE_ SOURCE_ COLUMN_SK	INTEGER	Contains the foreign key for the Source Column Master. This key indicates the measure type of the column, which will be selected and aggregated from the source table. It will then be added as an ABT variable.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
TIME_PERIOD_SK	INTEGER	Contains the foreign key to the period for which a behavioral variable is derived. For example, the period that is considered can be last 1 month for TOT_TR_AMT_LST_1M or last 3 Weeks for AVG_BAL_AMT_LST_3W.	Not Null	No
VARIABLE_SK	INTEGER	Contains the foreign key to Variable Master.	Not Null	Yes

Table 7.5 COLUMN_DATA_TYPE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
COLUMN_DATA_TYPE_CD	VARCHAR(3)	Contains the unique code value of each column type. These values are pre-packaged along with the solution and are also used in internal logic. Therefore, you should not edit these values.	Not Null	No
COLUMN_DATA_TYPE_DESC	VARCHAR(600)	Contains the description of the column type.	Null	No
COLUMN_DATA_TYPE_SHORT_NM	VARCHAR(120)	Contains the short name of the column type. These values are used for display in the UI.	Not Null	No
COLUMN_DATA_TYPE_SK	INTEGER	Contains the surrogate key for the column data type.	Not Null	Yes

Table 7.6 COLUMN_DATA_TYPE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
COLUMN_DATA_TYPE_CD	VARCHAR(3)	Contains the unique code value of each column type. These values are pre-packaged along with the solution and are also used in internal logic. Therefore, you should not edit these values.	Not Null	No
COLUMN_DATA_TYPE_DESC	VARCHAR(600)	Contains the description of the column type.	Null	No
COLUMN_DATA_TYPE_SHORT_NM	VARCHAR(120)	Contains the short name of the column type. These values are used for display in the UI.	Not Null	No
COLUMN_DATA_TYPE_SK	INTEGER	Contains the surrogate key for the column data type.	Not Null	Yes

Table 7.7 COLUMN_USAGE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
COLUMN_USAGE_CD	VARCHAR(8)	Contains the unique code value of each column usage. These values are prepackaged along with the solution and are also used in internal logic. Therefore, you should not edit these values.	Not Null	No
COLUMN_USAGE_DESC	VARCHAR(600)	Contains the description of the column usage.	Null	No
COLUMN_USAGE_SHORT_NM	VARCHAR(120)	Contains the short name for column usage. These values are displayed in the UI.	Not Null	No
COLUMN_USAGE_SK	INTEGER	Contains the surrogate key for column usage.	Not Null	Yes

Table 7.8 DERIVED_VAR_X_EXPRESSION_VAR Table

Column Name	Data Type	Description	Null Option	Is PK
DERIVED_VARIABLE_SK	INTEGER	Contains the foreign key to the records of the VARIABLE_SK column in the DERIVED_VARIABLE table.	Not Null	Yes
EXPRESSION_VARIABLE_SK	INTEGER	Contains the foreign key to the records of the VARIABLE_SK column in Variable Master. This column indicates the variables that are used in the expression of the DERIVED_VARIABLE_SK column.	Not Null	Yes

Table 7.9 DERIVED_VARIABLE Table

Column Name	Data Type	Description	Null Option	Is PK
DERIVED_VAR_CALC_EXPRESSION	VARCHAR(10000)	Contains the expression that refers to any of the ABT variable definitions of derived variables, such as CASE WHEN (AVG_BAL_3G_DUR_LST_3M/AVG_BAL_DATA_DUR_LST_3M) > 1 AND SUBSCRIPTION_STATUS_CD = 'ACTIVE' THEN 1 ELSE 0. It can support any expression syntax, which is valid under the SELECT statement of PROC SQL. You cannot use a simple-derived or complex-derived variable in the expression of a simple-derived variable. A complex-derived variable cannot use another complex derived variable in its expression.	Not Null	No
VARIABLE_LEVEL_NO	NUMERIC(4)	Defines the level of a derived variable.	Not Null	No
VARIABLE_SK	INTEGER	Contains the foreign key to Variable Master.	Not Null	Yes
VARIABLE_SUB_TYPE_CD	VARCHAR(3)	Contains the type of the derived variables. A derived variable can be a logical expression (CPX) or an arithmetic expression (SPL).	Not Null	No

Table 7.10 ENTITY_LEVEL_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	NUMERIC(8)	Contains the date and time when the record was created.	Not Null	No
ENTITY_LEVEL_CD	VARCHAR(10)	Contains the code value for the entity level.	Not Null	No
ENTITY_LEVEL_DESC	VARCHAR(600)	Contains the description for the entity level.	Null	No
ENTITY_LEVEL_SHORT_NM	VARCHAR(120)	Contains the short name for the entity level. These values are used for display in the UI.	Not Null	No
ENTITY_LEVEL_SK	INTEGER	Contains the entity level SK key for the entity level that the analytical model supports.	Not Null	Yes
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	NUMERIC(8)	Contains the last date and time that a record was processed.	Not Null	No

Table 7.11 EVENT_MAPPING_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
EVENT_SK	INTEGER	Contains the surrogate key of the event.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEVEL_SK	INTEGER	Contains the surrogate key for Level Master.	Not Null	Yes
PURPOSE_SK	INTEGER	Contains the surrogate key for the table usage.	Not Null	Yes

Table 7.12 EVENT_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
EVENT_DATE_COLUMN_DATA_TYPE_SK	INTEGER	Contains the surrogate key for column data type.	Not Null	No
EVENT_DATE_COLUMN_NM	VARCHAR(32)	Contains the date column that indicates the value of the event date. The column should be of date and time format.	Not Null	No
EVENT_DESC	VARCHAR(600)	Contains the event description.	Null	No
EVENT_SHORT_NM	VARCHAR(120)	Contains the event short name.	Not Null	No
EVENT_SK	INTEGER	Contains the surrogate key of the event.	Not Null	Yes
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Table 7.13 *FILTER_NODE_EXPRSSN_X_VALUE Table*

Column Name	Data Type	Description	Null Option	Is PK
DIM_ATTRIBUTE_VALUE_SK	INTEGER	Contains the surrogate key for the dimensional attribute values.	Not Null	Yes
SUBSET_FILTER_NODE_EXPRSSN_SK	INTEGER	Contains the surrogate key to the WHERE condition.	Not Null	Yes
SUBSET_FILTER_NODE_SK	INTEGER	Contains the surrogate key to the subset filter node.	Not Null	Yes
SUBSET_QUERY_SK	INTEGER	Contains the surrogate key of the subset query.	Not Null	Yes

Table 7.14 *IMPLICIT_SUBSET_SPCFCTN_DTL Table*

Column Name	Data Type	Description	Null Option	Is PK
APPLICABLE_FOR_PROCESS_TYPE_CD	VARCHAR(3)	Contains the possible values for the MDL, BCK, or SCR process. There can be different implicit subset filter for MDL and SCR processes.	Not Null	Yes
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
LEVEL_SK	INTEGER	Contains the surrogate key for the Level Master.	Not Null	Yes
PURPOSE_SK	INTEGER	Contains the surrogate key to the table usage.	Not Null	Yes
SUBSET_QUERY_SK	INTEGER	Contains the surrogate key to Subset Query Master. This column indicates the subset filter definition that is applied for applicable purpose, level, and process type code.	Not Null	No

Table 7.15 IMPLICIT_VAR_SPECIFICATION_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
ABT_TIME_GRAIN_SK	INTEGER	Contains the surrogate key for Time Frequency Master.	Not Null	Yes
APPLICABLE_FOR_ACT_PROCESS_FLG	CHARACTER(1)	Contains the values that indicate whether the variable should be implicitly added to the actual calculation process ABT. The possible values are Y or N.	Not Null	No
APPLICABLE_FOR_SCR_PROCESS_FLG	CHARACTER(1)	Contains the values that indicate whether the variable should be implicitly added to the scoring ABT. The possible values are Y or N.	Not Null	No
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEVEL_SK	INTEGER	Contains the surrogate key for Level Master.	Not Null	Yes
MDL_ABT_OUTCOME_VARIABLE_FLG	CHARACTER(1)	Contains the values that indicate whether the variable should be used as an implicit outcome variable in the modeling ABT. The possible values are Y or N.	Not Null	No
PURPOSE_SK	INTEGER	Contains the surrogate key to the table usage.	Not Null	Yes
VARIABLE_SK	INTEGER	Contains the surrogate key of the ABT variables.	Not Null	Yes

Table 7.16 LEVEL_ASSOC Table

Column Name	Data Type	Description	Null Option	Is PK
ASSOC_LEVEL_SK	INTEGER	Contains the surrogate key for Level Master	Not Null	Yes
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEVEL_SK	INTEGER	Contains the surrogate key for Level Master.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
MAPPING_SOURCE_TABLE_SK	INTEGER	Foreign key to table that stores the association mapping between two levels. This table must have two columns of valid from and valid to usage. This table must have key columns of both the levels. It is not mandatory that this table has columns with exactly the same name as they are present in master table for respective subject of analysis. If it is different, then you need to specify the mapping between columns of the Mapping table and master the table. It is specified using the TABLE_X_LEVEL_KEY_COLUMN table.	Not Null	No

Table 7.17 LEVEL_KEY_COLUMN_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
KEY_COLUMN_SK	INTEGER	Contains the surrogate key for the source column. It should be the column of master the table for the specified level. It will point to surrogate key or retained key depending on the KEY_TYPE_CD column.	Not Null	No
KEY_TYPE_CD	VARCHAR(20)	Contains the type of key column. The value can be RETAIN_KEY or SURROGATE_KEY.	Not Null	No
LEVEL_KEY_COLUMN_DTL_SK	INTEGER	Contains the surrogate key for level key column detail.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
LEVEL_SK	INTEGER	Contains the surrogate key for the Level master.	Not Null	No

Table 7.18 LEVEL_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
AVAILABLE_FOR_PROJECT_DFN_FLG	CHARACTER(1)	Indicates the condition to show only those levels in the drop-down list of the Levels column of the Level Master. The list of levels is shown while creating a new project.	Not Null	No
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created this record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when this record was created.	Not Null	No
DATE_FOR_AVG_CALC_COLUMN_SK	INTEGER	Contains the surrogate Key for the source column. This should be a column of a master table. This column is used in average calculations. For example, the First Became Customer Date for Customer Level signifies that from this time the customer should be considered for average calculation. The column that is configured for average calculation can be a date or date time type of column.	Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
LEVEL_CD	VARCHAR(1)	Contains the unique code value of each level. These values are prepackaged along with solution and are also used in internal logic. Therefore, the values should not be edited.	Not Null	No
LEVEL_DESC	VARCHAR(600)	Contains the description of a level such as customer.	Null	No
LEVEL_KEY_COLUMN_NM	VARCHAR(200)	This field is not used by SAS Customer Analytics for Communications.	Null	No
LEVEL_SHORT_NM	VARCHAR(120)	Contains the short name of a level. These values are displayed in the UI.	Not Null	No
LEVEL_SK	INTEGER	Contains the surrogate key for the Level Master.	Not Null	Yes
MASTER_SOURCE_TABLE_SK	INTEGER	Contains the surrogate key for the source table.	Not Null	No
SUBSET_RK_TABLE_NM	VARCHAR(30)	Stores the name of the subset-related table for retained key. This name is used to register the table in metadata. Also, this registered table is then used in information map configuration. It will be renamed later depending on the subset table that is created at run time.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
SUBSET_SK_ TABLE_NM	VARCHAR(30)	Stores the name of the subset-related table for surrogate key. This name is used to register the table in metadata. Also, this registered table is then used in information map configuration. It will be renamed later depending on the subset table that is created at run time.	Not Null	No

Table 7.19 LIBRARY_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_ USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
IM_METADATA_ PATH	VARCHAR(1000)	Stores the metadata path of the folder in which information maps are stored. This column is applicable if the library points to the information map that is used as a data source.	Null	No
LAST_ PROCESSED_BY_ USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_ PROCESSED_ DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
LIBNAME_STATEMENT	VARCHAR(400)	Contains the valid library statement with a semicolon at the end. For example, LIBNAME sales '/ users/myid/mydir'; These declarations should have same libref as defined in LIBRARY_MASTER.LIBRARY_REFERENCE. If APDM.LIBRARY_MASTER.LIBNAME_STATEMENT is null, then DABT will assume that the library declared in LIBRARY_MASTER is available after init statement execution through pre-assigned library or declaration in init or post-init macros.	Null	No
LIBRARY_DESC	VARCHAR(1000)	Contains the description of the library.	Null	No
LIBRARY_REFERENCE	VARCHAR(8)	Indicates the libref (library reference) that is mentioned in the LIBNAME_STATEMENT.	Not Null	No
LIBRARY_SHORT_NM	VARCHAR(120)	Indicates the short name of the library that is used for display purpose in the UI.	Not Null	No
LIBRARY_SK	INTEGER	Indicates the surrogate key for the library.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
LIBRARY_TYPE_CD	VARCHAR(8)	Indicates the type of tables that are stored in the library. The possible values for this column are SRC_TBL or SRC_IM depending on whether the data source for defining the ABT variables or subset criterion is a table or an information map.	Not Null	No

Table 7.20 LIFETIME_TIMEUNIT_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	NUMERIC(8)	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	NUMERIC(8)	Contains the last date and time that a record was processed.	Not Null	No
LIFETIME_TIMEUNIT_CD	VARCHAR(10)	Contains the code for time unit of the lifetime value.	Not Null	No
LIFETIME_TIMEUNIT_DESC	VARCHAR(600)	Contains the description for the time unit of the lifetime value.	Null	No
LIFETIME_TIMEUNIT_SHORT_NM	VARCHAR(120)	Contains the short name for the time unit of the lifetime value. These values are used for display in the UI.	Not Null	No
LIFETIME_TIMEUNIT_SK	INTEGER	Contains the key for the time unit of the lifetime value.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
LIFETIME_ TIMEUNIT_VALUE	VARCHAR(10)	Contains the value for the time unit of the customer's lifetime.	Not Null	No

Table 7.21 MDL_ABT_LAST_RUN_AS_OF_DT_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
ABT_SK	INTEGER	Contains the surrogate key for the Modeling ABT template.	Not Null	Yes
LAST_BUILT_AS_ OF_DTTM	DATE	Contains the ABT build date for which ABT was last time submitted for the build.	Null	Yes
LAST_ EVALUATION_AS_ OF_DTTM	DATE	Contains the latest model evaluation date.	Not Null	Yes
MODEL_SK	INTEGER	Contains the surrogate key of the analytical model.	Not Null	Yes

Table 7.22 MDL_EVL_LAST_RUN_AS_OF_DT_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
LAST_ EVALUATION_AS_ OF_DTTM	DATE	Contains the latest model evaluation date.	Not Null	Yes
MODEL_SK	INTEGER	Contains the surrogate key of the analytical model.	Not Null	Yes

Table 7.23 MODEL_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
APPLY_OC_BSD_PST_IMPL_SBST_FLG	CHARACTER(1)	Indicates whether to apply the outcome variable definition driven filter. The default value for this column is taken from PURPOSE_LEVEL_CONFIG_DTL.APPLY_OC_PST_IMPL_SBST_BCK_FLG.	Null	No
CR_MITIGANT_ADJUSTED_FLG	CHARACTER(1)	Contains the Credit Mitigant Adjusted Flag.	Null	No
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
CTOF_RULE_CONF	NUMERIC(8)	Contains the cut-off value for the minimum confidence (defined as percentage) of the rule. This column is populated for the captured models for which rules are generated as an output. The cut-off value is used for filtering rules.	Null	No
CTOF_RULE_LHS_LEN	NUMERIC(8)	Contains the cut-off value for the maximum length of right hand of the rule. This column is populated for captured models for which rules are generated as an output. The cut-off value is used for filtering rules.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
CTOF_RULE_LIFT	NUMERIC(8)	Contains the cut-off value for the minimum lift (defined as percentage) of the rule. This column is populated for the captured models for which rules are generated as an output. The cut-off value is used for filtering rules.	Null	No
CTOF_RULE_RHS_LEN	NUMERIC(8)	Contains the cut-off value for the maximum length of right hand of the rule. This column will be populated for captured models for which rules are generated as an output. The cut-off value is used for filtering rules.	Null	No
CTOF_RULE_SUPP	NUMERIC(8)	Contains the cut-off value for the minimum support (defined as percentage) of the rule. This column is populated for the captured models for which rules are generated as an output. This is used internally for rules filtering.	Null	No
CUT_OFF_VALUE	NUMERIC(6,2)	Contains the cut-off value for the score or the prediction that is generated by the model.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
ENTITY_LEVEL_CD	VARCHAR(10)	Signifies the level of output such as rules and propensity scores of the analytical model. This column is populated for the captured models for which rules are generated as an output or for the models for which the scores are populated only for a particular level. For example, the possible values for entity level code can be SRV (indicating service), PRD (indicating product) or OFR (indicating offer)	Null	No
ENTITY_LEVEL_ID	VARCHAR(400)	Contains the unique identifier for entity level ID. This column signifies the ID values for level of the output such as rules and propensity scores of the analytical model. This column is populated for the captured models for which rules are generated as an output or for the models for which the scores are populated only for a particular level. For example, if the entity level code is SRV (for service), then the values that will be stored in this column will be actual ID values for service in the foundation data mart, such as 'SERVICE_1', 'SERVICE_2'.	Null	No
FACTOR_RT	NUMERIC(10,4)	Indicates the factor that is used to convert Profitability of Default (PD) scores to corresponding PD or vice versa.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
LAST_EVALUATION_RUN_DTTM	DATE	Contains the last date on which model evaluation was run.	Not Null	No
LAST_EVALUATION_STATUS_SK	INTEGER	Contains the surrogate key to Status Master. It indicates model evaluation status.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LAST_REGISTERED_DTTM	DATE	Contains the last system date and time that the model was registered.	Null	No
LAST_REGISTERED_MODEL_ID	VARCHAR(32)	Contains the ID of the model that was registered successfully the last time.	Not Null	No
LAST_REGISTERED_MODEL_NM	VARCHAR(32)	Contains the registered model name.	Not Null	No
LAST_SUBMIT_FOR_SCORING_DTTM	DATE	Contains the system date and time of last time when the model was submitted for scoring.	Null	No
LEVEL_SK	INTEGER	Contains the foreign key of Level Master.	Not Null	No
LIFETIME_TIMEUNIT_SK	INTEGER	Contains the foreign key from the LIFETIME_UNIT_MASTER table. This column indicates the time interval for the output of the captured analytical model. This column is applicable to survival type of models for which expected lifetime is generated as the output of the model.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
MAX_NUM_RULES	NUMERIC(8)	Signifies the maximum number of captured rules that should exist in the rule set after filtering. This column is populated for models for which rules are generated as an output. This column is used for filtering rules.	Null	No
MODEL_DEPLOYMENT_CHAMP_FLG	CHARACTER(1)	Contains the champion flag.	Null	No
MODEL_DESC	VARCHAR(600)	Contains the description of the analytical model.	Null	No
MODEL_ID	VARCHAR(30)	Contains the unique identifier for the model.	Not Null	No
MODEL_SHORT_NM	VARCHAR(120)	Contains a descriptive name for the analytical model that is displayed in the UI.	Not Null	No
MODEL_SK	INTEGER	Contains the surrogate key of the analytical model.	Not Null	Yes
MODEL_SOURCE_CD	VARCHAR(3)	Indicates whether the model was developed using Solution web interface or SAS Enterprise Miner Client. The possible values in this column are codes indicating solution name or 'EMN'.	Not Null	No
MODEL_STATUS_SK	INTEGER	Contains the surrogate key of the Status Master.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
OFFSET_RT	NUMERIC(10,4)	Converts the probability value generated by the analytical model into the corresponding score or vice versa. This column works in association with the FACTOR_RT column.	Null	No
PROJECT_SK	INTEGER	Contains the foreign key of the project.	Null	No
PUBLISH_TEMPLATE_FLG	CHARACTER(1)	Indicates the default value as 'N'. This column is not applicable for this release.	Not Null	No

Table 7.24 MODEL_OUTPUT_COLUMN Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
MODEL_OUTPUT_COLUMN_SK	INTEGER	Contains the surrogate key for model output column.	Not Null	Yes
MODEL_SK	INTEGER	Contains the surrogate key of the Analytical Model.	Not Null	No
SCORING_OUTPUT_COLUMN_NM	VARCHAR(32)	Indicates the name of the column in the scoring output data set. This information is captured from the registered metadata of the model.	Not Null	No

Table 7.25 MODEL_RULE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
ANALYSIS_UNIT	VARCHAR(200)	Contains the unit that appears on the left hand of the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Not Null	No
ANALYSIS_UNIT_FREQ	NUMERIC(8)	Contains the number of records that satisfy the left hand of the rule. This column is not currently populated and is to be used for future enhancement.	Null	No
ANALYSIS_UNIT_SIZE	NUMERIC(8)	Contains the size of the left hand of the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
ASSOC_ANALYSIS_UNIT	VARCHAR(200)	Contains the unit that appears on the right hand of the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Not Null	No
ASSOC_ANALYSIS_UNIT_FREQ	NUMERIC(8)	Contains the number of records satisfying the right hand of the rule. This column is not currently populated and is to be used for future enhancement.	Null	No
ASSOC_ANALYSIS_UNIT_SIZE	NUMERIC(8)	Contains the size of right hand of the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
BUSINESS_SIGNIFICANT_FLG	CHAR(1)	Indicates whether a rule is significant for business.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	NUMERIC(8)	Contains the date and time when the record was created.	Not Null	No
FREQ_TO_COOCCUR	NUMERIC(8)	Contains the number of records where left hand and right hand of the rule is satisfied. This column is not currently populated and is to be used for future enhancement.	Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the user ID that was used for the last update.	Not Null	No
LAST_PROCESSED_DTTM	NUMERIC(8)	Contains the date and time of the last update.	Not Null	No
MODEL_SK	INTEGER	Contains the surrogate key for the captured analytical model.	Not Null	Yes
RULE_CONFIDENCE	NUMERIC(8)	Contains the percentage confidence of the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
RULE_LIFT	NUMERIC(8)	Contains the percentage lift for the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
RULE_SK	INTEGER	Contains the surrogate key for the rule in the captured analytical model.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
RULE_SUPPORT	NUMERIC(8)	Contains the percentage supported for the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
RULE_TEXT	VARCHAR(400)	Contains the actual rule that shows relationship between the analysis unit and association unit. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Not Null	No
STATISTICAL_SIGNIFICANT_FLG	CHAR(1)	Indicates whether a rule is statistically significant.	Null	No
TOT_BASKET_SIZE	NUMERIC(8)	Contains the total population that is analyzed. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No

Table 7.26 MODEL_SCORING_OUTPUT_COLUMN Table

Column Name	Data Type	Description	Null Option	Is PK
CORRESPNDNG_ SCR_RSLT_ COLUMN_NM	VARCHAR(30)	All ABT variables that need to be stored in the corresponding analytical result area table will have name of the corresponding column of actual result-related table that is specified in the CORRESPNDNG_ACT_RSLT_CLMN_NM table. The logic of mapping between ABT variable and the corresponding column in the actual result table is specific to model type and project purpose. This mapping logic is defined in the macro whose name is specified in the MCR_DABT_UPDATE_ACT_RSLT_COLUMN global application parameter. <i>Note:</i> There will be no record in this table for models such as segmentation for which actual calculations are not performed.	Null	No
CREATED_BY_ USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_ PROCESSED_BY_ USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_ PROCESSED_ DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
MODEL_ SCORING_ OUTPUT_ COLUMN_SK	INTEGER	Contains the surrogate key for the Model Scoring Output column.	Not Null	Yes
SCORING_ MODEL_SK	INTEGER	Contains the surrogate key for the scoring model.	Not Null	No
SCORING_ OUTPUT_ COLUMN_NM	VARCHAR(32)	Contains the name of the column in the scoring output data set. This information is captured from the registered metadata of the model.	Not Null	No

Table 7.27 MODEL_SEGMENT_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_ USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_ PROCESSED_BY_ USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_ PROCESSED_ DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
MODEL_ SEGMENT_SK	INTEGER	Contains the surrogate key for model segment	Not Null	Yes
MODEL_SK	INTEGER	Contains the surrogate key of the Analytical Model	Not Null	No
SEGMENT_DESC	VARCHAR(600)	Contains the segment description. You can edit this value.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
SEGMENT_NM	VARCHAR(32)	Contains the segment name such as 1, 2, and 3. This segment name is exactly the same as assigned by the SAS Enterprise Miner model. You should not edit this value manually.	Not Null	No
SEGMENT_SHORT_NM	VARCHAR(120)	Contains the segment short name. You can edit this value.	Not Null	No

Table 7.28 MODEL_STATUS_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
MODEL_STATUS_CD	VARCHAR(12)	Contains the unique code value that is assigned to each status. These values are prepackaged along with solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No
MODEL_STATUS_DESC	VARCHAR(600)	Contains the description of the status.	Null	No
MODEL_STATUS_SHORT_NM	VARCHAR(120)	Contains the short name of the status. These values are displayed in the UI.	Not Null	No
MODEL_STATUS_SK	INTEGER	Contains the surrogate key to Status Master.	Not Null	Yes

Table 7.29 MODEL_X_MODELING_ABT Table

Column Name	Data Type	Description	Null Option	Is PK
ABT_SK	INTEGER	Contains the foreign key for the modeling ABT.	Not Null	Yes
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the model.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
CREATED_DTTM	DATE	Contains the date and time when the model was created.	Not Null	No
MODEL_SK	INTEGER	Contains the foreign key of the Analytical Model.	Not Null	Yes

Table 7.30 MODEL_X_SIGNIFICANT_VARIABLE Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the model.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the model was created.	Not Null	No
MODEL_SK	INTEGER	Contains the surrogate key of the Analytical Model	Not Null	Yes
VARIABLE_SK	INTEGER	Contains the surrogate key of ABT variables.	Not Null	Yes

Table 7.31 MODELING_ABT_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
ABT_DESC	VARCHAR(600)	Contains the description of the Modeling ABT.	Null	No
ABT_SHORT_NM	VARCHAR(120)	Contains the short name of the Modeling ABT. These values are displayed in the UI.	Not Null	No
ABT_SK	INTEGER	Contains the surrogate key for the Modeling ABT template.	Not Null	Yes
ABT_TABLE_NM	VARCHAR(30)	Contains the physical name of the ABT table.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
APPLY_BLD_DT_ CAP_OUTCM_ VAR_FLG	CHARACTER(1)	Contains the default value that is retrieved from PURPOSE_MASTER.APPLY_BLD_DT_CAP_OUTCM_VAR_FLG.	Not Null	No
APPLY_OC_BSD_ PST_IMPL_SBST_ FLG	CHARACTER(1)	Indicates whether to apply the filter that is based on the definition of an outcome variable. The default value for this column is retrieved from PURPOSE_LEVEL_CONFIG_DTL.APPLY_OC_PST_IMPL_SBST_MDL_FLG.	Null	No
CREATED_BY_ USER	VARCHAR(32)	Contains the ID of the user who created this record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
EVENT_SK	INTEGER	Contains the surrogate key of the event.	Null	No
LAST_BUILT_ RUN_DTTM	DATE	Contains the system date and time on which ABT was last time submitted for build. It is populated independent of whether ABT build was successful.	Null	No
LAST_BUILT_ STACKED_TYPE_ FLG	CHARACTER(1)	Indicates whether the last build of an ABT was of stacked type.	Null	No
LAST_BUILT_ STATUS_SK	INTEGER	Contains the foreign key to indicate status (such as failed or success) of the ABT building procedure when it was last time submitted for build.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEVEL_SK	INTEGER	Contains the Foreign to Level (subject of analysis such as customer) at which the Modeling ABT is created.	Not Null	No
MODELING_ABT_STATUS_SK	INTEGER	Contains the surrogate key to Status Master.	Not Null	No
PROJECT_SK	INTEGER	Contains the foreign key for the project.	Null	No
PUBLISH_TEMPLATE_FLG	CHARACTER(1)	<p>Indicates the default value as 'N'. The possible values are N or Y.</p> <p>N indicates that variables of the ABT cannot be imported into another ABT by any other user.</p> <p>Y indicates that this ABT is shared by a user. It also indicates that this ABT is provided as pre-packaged template along with the solution. Variables of this ABT can be imported into another ABT by any other user.</p>	Not Null	No
SOURCE_DATA_TIME_GRAIN_SK	INTEGER	Contains the surrogate key for Time Frequency Master. It has significance while defining and calculating variables.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
TARGET_PERIOD_CNT	NUMERIC(4)	Contains the duration of the target period with reference to the TARGET_PERIOD_TIME_FREQ_SK table. The analytical model is developed to predict the probability of an event within a specified period such as 3 Month, 6 Week, and so on. This period is called the target period.	Null	No
TARGET_PERIOD_TIME_FREQ_SK	INTEGER	Contains the foreign key to indicate the unit of measure for target period time count, such as Day, Week, and Month.	Null	No

Table 7.32 MODELING_ABT_STATUS_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
MODELING_ABT_STATUS_CD	VARCHAR(12)	Contains the unique code value of each status. These values are prepackaged along with solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No
MODELING_ABT_STATUS_DESC	VARCHAR(600)	Contains the description of the status.	Null	No
MODELING_ABT_STATUS_SHORT_NM	VARCHAR(120)	Contains the short name of the status. These values are displayed in the UI.	Not Null	No
MODELING_ABT_STATUS_SK	INTEGER	Contains the surrogate key to Status Master.	Not Null	Yes

Table 7.33 MODELING_ABT_X_VARIABLE Table

Column Name	Data Type	Description	Null Option	Is PK
ABT_SK	INTEGER	Contains the foreign key to the Modeling ABT.	Not Null	Yes
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the model.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the model was created.	Not Null	No
IMPLICIT_VARIABLE_FLG	CHARACTER(1)	Contains the implicit variable flag.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
OUTCOME_VARIABLE_FLG	CHARACTER(1)	Indicates the value as 'Y' if the variable is an outcome variable. An ABT can contain at the most one outcome variable. Outcome Variable and corresponding expression variables are calculated as of (ABT_DT + Outcome Period). Input Variable and corresponding expression variables are calculated as of the ABT build date (ABT_DT).	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
PART_OF_ABT_FLG	CHARACTER(1)	<p>Indicates the value as 'N' and that this particular column is not included in the final ABT table. By default, all variables that are used in the expression of outcome variables are marked as 'N'. Users can change the value of this column from the UI if they need to have this column in the final ABT.</p> <p>You can use a variable in the expression of either or both of the outcome or input variables that are associated with the ABT.</p>	Not Null	No
VARIABLE_DESC	VARCHAR(3000)	Contains the description of the ABT variable. You can link one record in Variable Master to one or more ABTs. These records can have a different description in each ABT.	Null	No
VARIABLE_SHORT_NM	VARCHAR(3000)	Contains the short name of the ABT variable. These values are displayed in the UI and are also used as column labels for ABT variables. You can link one record in Variable Master to one or more ABTs. These records can have a different description in each ABT.	Not Null	No
VARIABLE_SK	INTEGER	Contains the foreign key to Variable Master.	Not Null	Yes

Table 7.34 OPERATOR_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
APPLICABLE_TO_CHAR_OPERAND_FLG	CHARACTER(1)	Indicates whether the operator is applicable to the character data type.	Not Null	No
APPLICABLE_TO_DT_OPERAND_FLG	CHARACTER(1)	Indicates whether the operator is applicable to the date data type.	Not Null	No
APPLICABLE_TO_SUBSET_FLTR_FLG	CHARACTER(1)	Indicates whether a given operator is applicable to subset specification.	Not Null	No
MULTIPLE_VALUE_ALLOWED_FLG	CHARACTER(1)	Indicates whether the operator supports multiple values.	Not Null	No
NO_VALUES_REQD_FLG	CHARACTER(1)	Indicates whether values need to be specified for a given operator	Not Null	No
OPERATOR_CD	VARCHAR(3)	Contains the unique code value for each operator that is currently supported, such as EQL, NQL, GTT, and LET. These values are prepackaged along with solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No
OPERATOR_DESC	VARCHAR(600)	Contains the operator description.	Null	No
OPERATOR_SHORT_NM	VARCHAR(120)	Contains the short name of the operator, such as Equal to, Not Equal to, Is Missing, Less Than, and Greater Than. These values are displayed in the UI.	Not Null	No
OPERATOR_SK	INTEGER	Contains the surrogate key of the supported operators.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
OPERATOR_SYNTAX	VARCHAR(20)	Contains the valid expression syntax corresponding to each of the operators. These values are prepackaged along with the solution and should not be edited. These values are used to create the WHERE Clause Expression.	Not Null	No

Table 7.35 *PARAMETER_MASTER Table*

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the user ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATETIME	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the user ID of the user who last modified the record.	Not Null	No
LAST_PROCESSED_DTTM	DATETIME	Contains the last date and time when the record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
PARAM_ADDED_BY_PRODUCT_CD	VARCHAR(12)	Identifies the product that uses this parameter. Valid column values are dabt, cabmid, cacmid, and csbmid. DABT parameters are referred by the common code. Therefore, it is mandatory to enter values for these parameters. Values for parameters that cannot be customized by individual solution are directly specified by DABT. These parameters are marked with VALUE_TO_BE_SET_BY_SOLUTN_FLG= N. Values for parameters that can be customized by individual solutions are not specified by DABT. These parameters are marked with VALUE_TO_BE_SET_BY_SOLUTN_FLG= Y.	Not Null	No
PARAMETER_DESC	VARCHAR(3000)	Contains the description of the parameter.	Not Null	No
PARAMETER_NM	VARCHAR(32)	Contains the name of the parameter. This name is declared as a global macro variable.	Not Null	Yes
VALUE_EDITABLE_FLG	CHAR(1)	Indicates whether the values of the parameter can be edited during implementation.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
VALUE_TO_BE_SET_BY_SOLUTN_FLG	CHAR(1)	Indicates whether values of the parameter are specified by DABT or individual consuming solution. The possible value can be Y or N. Individual solutions are supposed to specify values for parameters with VALUE_TO_BE_SET_BY_SOLUTN_FLG= Y. The values are to be specified in the PARAMETER_VALUE_DTL table.	Not Null	No

Table 7.36 PARAMETER_VALUE_DTL Table

Table name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the user ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATETIME	Contains the date and time when the record is created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains user ID of the user who last processed the record.	Not Null	No
LAST_PROCESSED_DTTM	DATETIME	Contains the last date and time when the record was processed.	Not Null	No
PARAMETER_NM	VARCHAR(32)	Contains the name of the parameter.	Not Null	Yes
PARAMETER_VALUE	VARCHAR(3000)	Contains the value of the macro variable. For a character value, enter the value in single quotation mark such as 'CUST' or 'MTG'. For a date value, enter the value in the '31DEC4747:23:59:59'dt' format.	Not Null	Yes

Table name	Data Type	Description	Null Option	Is PK
VALUE_ APPLICABLE_TO_ PRODUCT_CD	VARCHAR(12)	<p>Indicates the products for which this value is applicable. The valid values are dabt, cabmid, csbmid, or cacmid. Parameters can be classified into two groups:</p> <p>Parameters with common values across solutions these are common parameters that DABT specifies. Therefore, there is one record for each such parameter with VALUE_ APPLICABLE_ TO_PRODUCT_ CD = dabt. Also, for these parameters, the columns values are (PARAM_ ADDED_BY_ PRODUCT_CD = dabt and VALUE_TO_BE_ SET_BY_ SOLUTN_FLG = N)</p> <p>Parameters with solution-specific values values are defined for these parameters by the consuming solutions. This ensures that a given macro variable is assigned respective values in the session of the corresponding solution. These macro variables are assigned value in dabt_post_int_ for_<solution code>.sas.</p>	Not Null	No

Table 7.37 POST_ACTION_MACRO_CONFIG_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
ACTION_SK	INTEGER	Contains the surrogate key for Action Master.	Not Null	Yes
POST_ACTION_MACRO_NM	VARCHAR(40)	Contains the name of the solution-specific macro that is to be called after the corresponding action.	Not Null	No
PURPOSE_SK	INTEGER	Contains the surrogate key of the table usage.	Not Null	Yes

Table 7.38 PRODUCT_WISE_VALID_PURPOSE_CD Table

Column Name	Data Type	Description	Null Option	Is PK
APPLICABLE_PURPOSE_CD	VARCHAR(200)	Contains the CSV list of purpose code that is applicable for a product code.	Not Null	No
PRODUCT_CD	VARCHAR(12)	Indicates the product code.	Not Null	Yes

Table 7.39 PROJECT_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
ENABLE_BCK_PROCESSING_FLG	CHARACTER(1)	defines whether back testing is supported for a given project. This field is not applicable to SAS Customer Analytics for Communications.		
IMPLICIT_BCKTS_SUBSET_QUERY_SK	INTEGER	Contains the surrogate key of the subset query.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
IMPLICIT_PLNG_SUBSET_QUERY_SK	INTEGER	Defines the subset query that is to be applied implicitly to pooling process. This field is not applicable to SAS Customer Analytics for Communications.	Null	No
ENABLE_POOLING_PROCESSING_FLG	CHARACTER(1)	Defines whether pooling is supported for the given project.	Null	No
IMPLICIT_SUBSET_QUERY_SK	INTEGER	Indicates that the query is to be duplicated for the project.	Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Indicates the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEVEL_SK	INTEGER	Contains the foreign key for Level Master. It indicates the subject of analysis. All entities such as Subset Query, Modeling ABT, and Model in a project are at the same level as that of the project.	Not Null	No
PROJECT_DESC	VARCHAR(600)	Contains the description of the project.	Null	No
PROJECT_ID	VARCHAR(30)	Contains the project's physical folder name. This is a system-generated value.	Not Null	No
PROJECT_SHORT_NM	VARCHAR(120)	Contains the short name of the project. These values are displayed in the UI.	Not Null	No
PROJECT_SK	INTEGER	Contains the surrogate key for the project.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
PURPOSE_SK	INTEGER	Contains the foreign key of Purpose Master to indicate the purpose of the project.	Not Null	No
SHARING_INDICATOR_FLG	CHARACTER(1)	Indicates that the default value is N. The possible value is N or Y. N indicates that this project is not shared. Only the user who creates the project can open, modify, or delete it. Y indicates that this project is shared. Only the users of the same group as that of the user who created it can open, modify, or delete it.	Not Null	No
SUBJECT_GROUP_SK	INTEGER	Contains the surrogate key for the subject group.	Null	No
SUBSET_QUERY_SK	INTEGER	Contains the foreign key of the subset query. It identifies the business segment that is analyzed under this project.	Null	No

Table 7.40 PURPOSE_LEVEL_CONFIG_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
ADD_AGGRN_VAR_IN_ARA_ETN_FLG	CHARACTER(1)	Signifies whether an additional variable that is to be used for aggregation should be added to the ARA (analytical result areas) structures. This column contains Y if purposes for which aggregation of scores from one level to the higher level is supported. For the rest, it contains N.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
APPLY_OC_PST_IMPL_SBST_BCK_FLG	NUMERIC(1)	<p>Signifies whether to apply outcome variable definition driven filter on back testing ABT. This removes those subjects that already satisfy the criterion of the event under consideration as of build date itself. The possible values are “Y” or “N”.</p> <p>“Y” indicates that the back testing ABT is applied with the outcome-based filter. Subjects, which are already meeting the event under consideration, are dropped from the back testing ABT. For example, in Retention ABT, those customers who are already churned as of ABT Build Date itself, are dropped from the final modeling ABT. It is internally driven based on outcome variable definition in that ABT.</p> <p>Value of outcome variable is temporarily calculated as of the build date. By default, only those records are included in the final Back Testing ABT, which has value</p> <p><i>Note:</i> Currently, SAS Customer Analytics for Communications does not use this column.</p>	Null	No

Column Name	Data Type	Description	Null Option	Is PK
APPLY_OC_PST_ IMPL_SBST_MDL_ FLG	CHARACTER(1)	<p>Indicates whether to apply the outcome variable definition driven filter on Modeling ABT to remove the subjects of analysis those satisfy the event under consideration as of the build date itself. The possible values are Y or N.</p> <p>Y indicates that the Modeling ABT is applied with outcome-based filter. Subjects of analysis that satisfy the event under consideration are dropped from the modeling ABT.</p> <p>For example, in Retention ABT, those customers who have churned as the of ABT build date are dropped from the final modeling ABT. It is internally driven based on the outcome variable definition in that ABT. Value of outcome variable is temporarily calculated as of the build date.</p> <p>By default, only those records that have the value of outcome variable as 0 are included in the final Modeling ABT.</p>	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
APPLY_OC_PST_ IMPL_SBST_SCR_ FLG	CHARACTER(1)	<p>Indicates whether to apply outcome variable definition driven filter on the Scoring ABT to remove those subjects of analysis that satisfy the event under consideration as of the scoring date. Possible values are Y or N.</p> <p>Y indicates that the Scoring ABT is applied with outcome-based filter. Subjects of analysis that satisfy the event under consideration are dropped from the Scoring ABT. For example, in Retention ABT, those customers who are already churned as of the scoring date are dropped from the final Scoring ABT. It is internally driven based on the outcome variable definition of the corresponding Modeling ABT.</p> <p>Value of outcome variable is temporarily calculated as of the scoring date. By default, only those records that have the value of the outcome variables as 0 are included in the final Scoring ABT.</p>	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
APPLY_SGFN_ VAR_CHK_FLG	CHARACTER(1)	Signifies whether check for significant variables should be applied for displaying list of registered models in the Capture Model Information window. Purposes for which the corresponding analytical models do not generate any significant variables, this column should be marked as 'Y'. For the rest, it should be 'N'.	Null	No
ARA_ACTUAL_ TABLE_NM	VARCHAR(30)	Contains the name of the table that stores the output of the actual calculation.	Not Null	No
ARA_SCORING_ TABLE_NM	VARCHAR(30)	Contains the name of the table that stores the scoring output.	Not Null	No
CREATED_BY_ USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
ENABLE_BCK_ PROCESSING_FLG	CHARACTER(1)	Defines whether back testing is supported for given purpose and subject of analysis. This field is not applicable to SAS Customer Analytics for Communications.	Null	No
ENABLE_ BLDABT_WTOUT_ VARS_FLG	CHARACTER(1)	Signifies whether ABT building should be enabled without variable definition in the ABT. Purposes for which the ABT is generated from subset definition and does not require additional variable creation, this column should be populated as 'Y'. For the rest, it should be marked as 'N'.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
ENABLE_POOLING_PROCESSING_FLG	CHARACTER(18)	Defines whether pooling is supported for given purpose and subject of analysis. This field is not applicable to SAS Customer Analytics for Communications.	Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEVEL_SK	INTEGER	Contains the surrogate key for Level Master.	Not Null	Yes
MAKE_ALL_MDL_VAR_AS_SGFN_FLG	CHARACTER(1)	Signifies whether all the variables belonging to the modeling ABT should be marked as significant. This column should contain 'Y' for purposes for which all the corresponding modeling ABT variables have to be considered as significant, for the rest, it should be 'N'	Not Null	No
MODEL_CAPTURE_FORM_CD	VARCHAR(8)	Contains the model capture form code. It decides the list of fields and validation while capturing the model's information.	Not Null	No
OUTCOME_PERIOD_DISPLAY_FLG	CHARACTER(1)	Indicates whether to display the outcome period in the New ABT window. The possible values are Y or N.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
OUTCOME_ PERIOD_READ_ ONLY_FLG	CHARACTER(1)	Indicates whether to display the outcome period in the read-only mode in the New ABT window. The possible values are Y or N.	Not Null	No
PURPOSE_SK	INTEGER	Contains the surrogate key for the table usage.	Not Null	Yes

Table 7.41 PURPOSE_LEVEL_LIFETIME_CONFIG Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_ USER	VARCHAR(32)	Contains the ID of the user who created this record.	Not Null	No
CREATED_DTTM	NUMERIC(8)	Contains the date and time when the record was created.	Not Null	No
LEVEL_SK	INTEGER	Contains the surrogate key of the level.	Not Null	Yes
LIFETIME_ TIMEUNIT_SK	INTEGER	Contains the surrogate key of the desired time unit for the lifetime.	Not Null	Yes
PURPOSE_SK	INTEGER	Contains the surrogate key for the purpose.	Not Null	Yes

Table 7.42 PURPOSE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
ACTUAL_ REQUIRED_FLG	CHARACTER(1)	Contains the actual required flag.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
APPLY_BLD_DT_ CAP_OUTCM_ VAR_FLG	CHARACTER(1)	Indicates whether to apply cap of build date while calculating outcome variables in the modeling ABT for any project or apply cap of scoring date while calculating actual values for the actual run. You cannot modify this flag from the UI. The Y value for this flag indicates that if variables involved in calculations of outcome variables are referring to period that is before ABT build date or scoring date, then data before these dates will not be considered for calculating outcome variables. This value is populated in the MODELING_ABT_MASTER.APPLY_BLD_DT_CAP_OUTCM_VAR_FLG column when a new modeling ABT is defined.	Not Null	No
CLUSTER_ APPLICABLE_FLG	CHARACTER(1)	Signifies whether clusters as analytical output is applicable to the purpose under consideration. Purposes for which clusters (or analytical segments) are generated by the analytical models, this column should be 'Y'. For the rest, it should be 'N'.	Not Null	No
CREATED_BY_ USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
EXPLICIT_OUTCOME_VAR_REQD_FLG	CHARACTER(1)	Indicates whether the explicit outcome variable is required.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
PURPOSE_CD	VARCHAR(3)	Contains the unique code value of each table usage. These values are prepackaged along with solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No
PURPOSE_DESC	VARCHAR(600)	Contains the description of the table usage.	Null	No
PURPOSE_SHORT_NM	VARCHAR(120)	Contains the short name of the table usage. These values are displayed in the UI.	Not Null	No
PURPOSE_SK	INTEGER	Contains the surrogate key to the table usage.	Not Null	Yes
RULE_APPLICABLE_FLG	CHARACTER(1)	Signifies if rules as analytical output are applicable to the purpose under consideration. Purposes for which rules are generated by the analytical models in this column should be 'Y'. For the rest, it should be 'N'.	Not Null	No

Table 7.43 PURPOSE_TIME_GRAIN_CONFIG_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
OUTCOME_PERIOD_DEFAULT_VALUE	NUMERIC(10)	Contains the default outcome period value.	Null	No
OUTCOME_PERIOD_MAX_VALUE	NUMERIC(10)	Contains the maximum possible outcome period value.	Null	No
OUTCOME_PERIOD_MIN_VALUE	NUMERIC(10)	Contains the minimum possible outcome period value.	Null	No
PURPOSE_SK	INTEGER	Contains the surrogate key of the table usage.	Not Null	Yes
OUTCOME_PERIOD_DEFAULT_VALUE	NUMERIC(10)	Contains the default outcome period value that is considered when a modeling ABT is defined.	Null	No
OUTCOME_PERIOD_MAX_VALUE	NUMERIC(10)	Contains the maximum value of outcome period that can be defined for a Modeling ABT.	Null	No
OUTCOME_PERIOD_MIN_VALUE	NUMERIC(10)	Contains the minimum value of outcome period that can be defined for a Modeling ABT.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
SOURCE_DATA_TIME_GRAIN_SK	INTEGER	Contains the surrogate key for Time Frequency Master.	Not Null	Yes

Table 7.44 PURPOSE_X_LEVEL Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LEVEL_SK	INTEGER	Contains the foreign key for Level Master.	Not Null	Yes
PURPOSE_SK	INTEGER	Contains the foreign key to Purpose Master.	Not Null	Yes

Table 7.45 RECENT_VARIABLE Table

Column Name	Data Type	Description	Null Option	Is PK
ORDER_BY_DATE_SOURCE_COLUMN_SK	INTEGER	Contains the foreign key for Source Column Master. This key indicates the date type of column on which data is sorted to identify the latest or the recent record.	Not Null	No
SELECT_SOURCE_COLUMN_SK	INTEGER	Contains the foreign key for Source Column Master. This indicates the column that is selected from the source table and is displayed in the ABT table.	Not Null	No
TIME_PERIOD_SK	INTEGER	Surrogate key for the time period.	Not Null	No
VARIABLE_SK	INTEGER	Contains the foreign key to Variable Master.	Not Null	Yes

Table 7.46 SCORING_CONTROL_DETAIL Table

Column Name	Data Type	Description	Null Option	Is PK
ACTUAL_RESULT_RUN_ACTIVE_FLG	CHARACTER(1)	Indicates whether the actual calculation run is still active for a scoring model and scoring as of date. Y value indicates that for a scoring run, actual runs are not yet complete. Actual calculations are not yet complete for OUTCOME_PERIOD_END_DTTM corresponding to a given SCORING_AS_OF_DTTM. N value indicates the final actual calculation is complete as of OUTCOME_PERIOD_END_DTTM.	Null	No
BUILD_ABT_STATUS_SK	INTEGER	Contains the surrogate key to the Status master.	Null	No
LOAD_ARM_STATUS_SK	INTEGER	Contains the surrogate key to the Status master.	Null	No
OUTCOME_PERIOD_END_DTTM	DATE	Indicates the ending date of an outcome period for a scoring model and scoring as of date. This is the date on which final actual calculation is done.	Null	No
SCORED_ABT_NM	VARCHAR(30)	Contains the name of the scored ABT.	Null	No
SCORING_AS_OF_DTTM	DATE	Contains the Last Scoring Run As Of Date. It is populated independent of whether scoring was successful.	Not Null	No
SCORING_CONTROL_DETAIL_SK	INTEGER	Contains the surrogate key for the scoring control.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
SCORING_ PROCESSED_ DTTM	DATE	Contains the system date and time on which scoring was submitted last time.	Not Null	No
SCORING_ STATUS_SK	INTEGER	Contains the foreign key to Status Master. It indicates the success or failure status for a scoring run.	Null	No
SCORING_ TEMPLATE_SK	INTEGER	Contains the surrogate key for the scoring ABT job template.	Not Null	No

Table 7.47 SCORING_MODEL Table

Column Name	Data Type	Description	Null Option	Is PK
ACTUAL_REQD_ FLG	CHARACTER(1)	Decides whether to create and export the actual result of the job calculations. If the project purpose is segmentation, then, it is marked as 'N'. For other models, it is marked as 'Y'.	Not Null	No
APPLY_OC_BSD_ PST_IMPL_SBST_ FLG	CHARACTER(1)	Decides whether to apply the outcome variable for the definition driven filter. The default value for this column is populated from PURPOSE_LEVEL_CONFIG_DTL.APPLY_OC_PST_IMPL_SBST_SCR_FLG.	Null	No
APPLY_SCR_DT_ CAP_OUTCM_ VAR_FLG	CHARACTER(1)	Contains the default value from MODELING_ABT_MASTER.APPLY_BLD_DT_CAP_OUTCM_VAR_FLG.	Not Null	No
CR_MITIGANT_ ADJUSTED_FLG	CHARACTER(1)	Contains the credit mitigant flag.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
CTOF_RULE_CONF	NUMERIC(8)	Contains the cut-off value for the minimum confidence (defined as percentage) of the rule. This value is populated for published models for which rules are generated as an output. This column is used for filtering rules.	Null	No
CTOF_RULE_LHS_LEN	NUMERIC(8)	Contains the cut-off value for the maximum length of right hand of the rule. This value is populated for published models for which rules are generated as an output. This column is used for filtering rules.	Null	No
CTOF_RULE_LIFT	NUMERIC(8)	Contains the cut-off value for the minimum lift (defined as percentage) of the rule. This value is populated for published models for which rules are generated as an output. This value is used for filtering rules.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
CTOF_RULE_RHS_LEN	NUMERIC(8)	Contains the cut-off value for the maximum length of right hand of the rule. This value is populated for published models for which rules are generated as an output. This column is used for filtering rules.	Null	No
CTOF_RULE_SUPP	NUMERIC(8)	Contains the cut-off value for the minimum support (defined as percentage) of the rule. This is value populated for published models for which rules are generated as an output. This column is used for filtering rules.	Null	No
CUT_OFF_VALUE	NUMERIC(6,2)	Contains the cut off value for the score or prediction that is generated by the model.	Null	No
ENTITY_LEVEL_CD	VARCHAR(10)	Signifies the level of output, such as rules and propensity scores of the analytical model. This column is populated for published models for which rules are generated as an output or for the models for which the scores are populated only for a certain level.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
ENTITY_LEVEL_ID	VARCHAR(400)	Signifies the ID values for the level of output (for example, rules and propensity scores) of the analytical model. This column is populated for published models for which rules are generated as an output or for models for which the scores are populated only for a certain level.	Null	No
EVENT_SK	INTEGER	Contains the surrogate key of the event.	Null	No
FACTOR_RT	NUMERIC(10,4)	Converts the Profitability of Default (PD) scores to corresponding PD or vice versa.	Null	No
IMPLICIT_SUBSET_QUERY_SK	INTEGER	Indicates that the column is to be duplicated for the scoring model.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Indicates the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEVEL_SK	INTEGER	Contains the foreign key for Level Master.	Not Null	No
LIFETIME_TIMEUNIT_SK	INTEGER	Contains the foreign key from Lifetime Unit Master. This column indicates the time interval for the output of the captured analytical model. This is applicable to the survival type of models for which the expected lifetime is generated as an output.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
MAX_NUM_RULES	NUMERIC(8)	Signifies the maximum number of rules that should exist in the rule set after filtering. This column is populated for published models for which rules are generated as an output. This column is used for filtering rules.	Null	No
MODEL_DEPLOYMENT_CHAMP_FLG	CHARACTER(1)	Contains the model deployment as Champion Flag.	Null	No
MODEL_DESC	VARCHAR(600)	Contains the description of the analytical model.	Null	No
MODEL_KEY	NUMERIC(8)	Contains the unique identifier (_SK)) of the model from which this model was submitted for scoring.	Not Null	No
MODEL_MINING_ALGORITHM	VARCHAR(20)	Contains the information about the model algorithm that is captured from the registered metadata.	Not Null	No
MODEL_MINING_FUNCTION	VARCHAR(20)	Contains the information about the model function that is captured from the registered metadata.	Not Null	No
MODEL_REGISTERED_ID	VARCHAR(32)	Contains the ID with which model is registered in the metadata server.	Not Null	No
MODEL_REGISTERED_NM	VARCHAR(32)	Contains the name with which model is registered in the metadata server.	Not Null	No
MODEL_SHORT_NM	VARCHAR(120)	Contains a descriptive name for the analytical model. It is used for display in the UI.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
MODEL_SOURCE_CD	VARCHAR(3)	Indicates whether model was developed by using the solution Web interface or by using the SAS Enterprise Miner client. The possible values are code that indicates the solution name and 'EMN'	Not Null	No
OFFSET_RT	NUMERIC(10,4)	Converts the probability value generated by the analytical model into the corresponding score or vice versa. This column works in association with the FACTOR_RT column.	Null	No
OUTCOME_PERIOD_CNT	NUMERIC(4)	Converts the duration of the target period with reference to the TARGET_PERIOD_TIME_FREQ_SK. The analytical model is developed to predict the probability of an event within a specified period such as 3 Month, 6 Week, and so on. This period is called the target period.	Null	No
OUTCOME_PERIOD_TIME_FREQ_SK	INTEGER	Contains the foreign key to indicate the unit of measure for a target period time count, such as Day, Week, and Month.	Null	No
PROJECT_DESC	VARCHAR(600)	Contains the description of the project from which this model was submitted for scoring.	Null	No
PROJECT_KEY	NUMERIC(8)	Contains the unique identifier (_SK) of the project from which this model was submitted for scoring.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
PROJECT_SHORT_NM	VARCHAR(120)	Contains the short display name of the project from which this model was submitted for scoring.	Not Null	No
PURPOSE_SK	INTEGER	Contains the foreign key of Purpose Master to indicate the purpose of the project from which this model was submitted for scoring.	Not Null	No
SCORING_MODEL_ID	VARCHAR(30)	Contains the unique identifier for the scoring model.	Not Null	No
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the scoring model.	Not Null	Yes
SCORING_TEMPLATE_SK	INTEGER	Contains the surrogate key for the Scoring ABT Job Template.	Null	No
SOURCE_DATA_TIME_GRAIN_SK	INTEGER	Contains the surrogate key for Time Frequency Master. This column is used for defining and calculating variables.	Not Null	No
SUBJECT_GROUP_SK	INTEGER	Contains the surrogate key for the subject group.	Not Null	No
SUBSET_QUERY_SK	INTEGER	Contains the foreign key of the subset query.	Null	No

Table 7.48 SCORING_MODEL_RULE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
ANALYSIS_UNIT	VARCHAR(200)	Contains the unit that appears on the left hand of the rule. This column is populated with based on the rules data set that SAS Enterprise Miner generates.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
ANALYSIS_UNIT_FREQ	NUMERIC(8)	Contains the number of records that satisfies the left hand of the rule. This column is not currently populated and is to be used for future enhancement.	Null	No
ANALYSIS_UNIT_SIZE	NUMERIC(8)	Contains the size of left hand of the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
ASSOC_ANALYSIS_UNIT	VARCHAR(200)	Contains the unit that appears on the right hand of the rule. This column is populated based on the rules that SAS Enterprise Miner generates	Not Null	No
ASSOC_ANALYSIS_UNIT_FREQ	NUMERIC(8)	Contains the number of records that satisfy the right hand of the rule. This column is not currently populated and will be used for future enhancement.	Null	No
ASSOC_ANALYSIS_UNIT_SIZE	NUMERIC(8)	Indicates the size of right hand of the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	NUMERIC(8)	Contains the date and time when the record was created.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
FREQ_TO_COOCCUR	NUMERIC(8)	Contains the number of records for which left hand and right hand of the rule is satisfied. This column is not currently populated and will be used for future enhancements.	Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	NUMERIC(8)	Contains the last date and time that a record was processed.	Not Null	No
RULE_CONFIDENCE	NUMERIC(8)	Contains the percentage confidence of the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
RULE_LIFT	NUMERIC(8)	Contains the percentage lift for the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
RULE_SUPPORT	NUMERIC(8)	Contains the percentage support for the rule. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No
RULE_TEXT	VARCHAR(400)	Contains the actual rule that shows relationship between analysis unit and association unit. This column is populated based on the rules data set SAS Enterprise Miner generates.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the published analytical model.	Not Null	Yes
SCORING_RULE_SK	INTEGER	Contains the surrogate key for rule in the published analytical model.	Not Null	Yes
TOT_BASKET_SIZE	NUMERIC(8)	Contains the total population that is analyzed. This column is populated based on the rules data set that SAS Enterprise Miner generates.	Null	No

Table 7.49 SCORING_MODEL_RULE_DTLS Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	NUMERIC(8)	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	NUMERIC(8)	Contains the last date and time that a record was processed.	Not Null	No
RULE_TEXT	VARCHAR(400)	Contains the actual rule that shows the relationship between analysis unit and association unit. This column is populated with based on the rules data set that SAS Enterprise Miner generates.	Not Null	No
RULE_UNIT_TYPE_CD	VARCHAR(3)	Contains the code for the unit type such as RHS or LHS, for which the rule are detailed.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the published analytical model.	Not Null	Yes
SCORING_RULE_SK	INTEGER	Contains the surrogate key for rule in the published analytical model.	Not Null	Yes
UNIT_ID	VARCHAR(32)	Contains the unit ID corresponding to the type of unit. For example, if entity level of the scoring rule model is service, and the rule is 'SERVICE_1 --> SERVICE --8', then there will be two entries for unit ID. The first with LHS as RULE_UNIT_TYPE_CD and UNIT_ID as 'SERVICE_1' and the second with RULE_UNIT_TYPE_CD as 'RHS' and UNIT_ID as 'SERVICE_8' respectively. This column is populated as a part of the post-processing of the rules data set that SAS Enterprise Miner generates when the model is published.	Not Null	Yes

Table 7.50 SCORING_MODEL_RULE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
SCORING_MODEL_SEGMENT_SK	INTEGER	Contains the surrogate key for the Scoring Model segment.	Not Null	Yes
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the scoring model.	Not Null	No
SEGMENT_DESC	VARCHAR(600)	Contains the segment description. You can edit this value.	Null	No
SEGMENT_NM	VARCHAR(32)	Contains the segment name that is assigned by the SAS Enterprise Miner model, such as 1, 2, and 3. You must not edit this value.	Not Null	No
SEGMENT_SHORT_NM	VARCHAR(120)	Contains the short name of the segment. You can edit this value.	Not Null	No

Table 7.51 SCORING_TEMPLATE_DETAIL Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
SCORING_ABT_TABLE_NM	VARCHAR(30)	Contains the physical name of the scoring ABT table. The name should be unique across all scoring models.	Not Null	No
SCORING_TEMPLATE_DESC	VARCHAR(600)	Contains the description of the Modeling ABT.	Null	No
SCORING_TEMPLATE_ID	VARCHAR(30)	Contains the unique identifier of the scoring template.	Not Null	No
SCORING_TEMPLATE_SHORT_NM	VARCHAR(120)	Contains the short name of the Modeling ABT. These values are used for display in the UI.	Not Null	No
SCORING_TEMPLATE_SK	INTEGER	Contains the surrogate key for the scoring ABT job template.	Not Null	Yes

Table 7.52 SCR_MODEL_X_ACT_OUTCOME_VAR Table

Column Name	Data Type	Description	Null Option	Is PK
CORRESPONDING_ACT_RSLT_COLUMN_NM	VARCHAR(30)	Contains variables that need to be tracked or stored under actual result-related table. Typically, only the variable, which is directly marked as an outcome variable is stored in the actual result-related table. However, in some scenarios, you might need to track or store actual values of expression variables, which were not directly marked as outcome variables.	Null	No
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
IMPLICIT_VARIABLE_FLG	CHARACTER(1)	Contains implicit VAR (Variables copied from IMPLICIT_VAR_SPECIFICATION_DTL) that have the value as Y. Its expression Variables will have Y. There might be a few IMPL variables that are 'MDL Actual Outcome Var' too. In that case, both MDL_ACTUAL_OUTCOME_VAR_FLG and IMPLICIT_VARIABLE_FLG will be Y.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
MDL_ACTUAL_OUTCOME_VAR_FLG	CHARACTER(1)	Contains 'Y' and indicates whether the variable is identified as outcome variable in the modeling ABT when the model was registered. Other variables, including its expression variables and implicit variables and its expression variable will contain 'N'.	Not Null	No
OUTCOME_VARIABLE_FLG	CHARACTER(1)	Contains value of the PART_OF_ACTUAL_ABT_FLG column.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
PART_OF_ACTUAL_ABT_FLG	CHARACTER(1)	Contains (Actual Implicit Variable) Union (MDL Actual Outcome Variable) that has value as Y. Others have the value as N. 'Y' value indicates that the variables are present in the final Actual Run ABT. Typically, all 'MDL Actual Outcome Var' and Implicit variables will have 'Y' values in this column. Other variables that are used in the expression of 'MDL Actual Outcome Var' or Implicit variables of derived type will have value 'N'.	Not Null	No
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the scoring model.	Not Null	Yes
VARIABLE_COLUMN_NM	VARCHAR(30)	Contains the value as of the corresponding column in Variable Master. Value in both these columns should be the same. This column has the same significance as that of the column in Variable Master while building scoring ABT or calculating actual result value. It is duplicated in this table of Analytical Result Area (ARA) to avoid referring to any non-ARA table during scoring or actual result data processing.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
VARIABLE_DESC	VARCHAR(3000)	Contains the description of the ABT variable that available when the model is registered. One record in Variable Master can be linked to one or more ABTs. In each ABT, it can have a different description.	Null	No
VARIABLE_SHORT_NM	VARCHAR(750)	Contains the short name of the ABT variable that is available when the model is registered. These values are used for display in the UI. It is also used as a column label for ABT variables. One record in the Variable Master can be linked to one or more ABTs. In each ABT, it can have different display name.	Not Null	No
VARIABLE_SK	INTEGER	Contains the surrogate key of the ABT variables.	Not Null	Yes

Table 7.53 SCR_MODEL_X_SCR_INPUT_VARIABLE Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
IMPLICIT_VARIABLE_FLG	CHARACTER(1)	Contains implicit variables that is, variables that are copied from IMPLICIT_VARIABLE_SPECIFICATION_DTL. The value of these variables is Y. Even its expression variables will be Y. There might be a few IMPL variables, which are also significant. In that case, both SIGNIFICANT_VARIABLE_FLG and IMPLICIT_VARIABLE_FLG will be Y.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
PART_OF_SCORING_ABT_FLG	CHARACTER(1)	Contains (Implicit Variable) union (Significant Variable) with value as Y. Other variables contain N as they are not expected in the final SCR ABT. The Y value indicates that the variables, will be present in final scoring ABT. Typically, all significant and implicit variables have 'Y' values in this column while other variables used in expression of significant or implicit variables of derived type will have 'N'.	Not Null	No
SCORING_MODEL_SK	INTEGER	Contains the foreign key of the scoring model.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
SIGNIFICANT_VARIABLE_FLG	CHARACTER(1)	Contains sign variable (Variables copied from MODEL_X_SIGNIFICANT_VARIABLE) with value as Y. Other variables will have N.	Not Null	No
VARIABLE_COLUMN_NM	VARCHAR(30)	Contains value of the corresponding column in Variable Master. Value in both these columns should be the same. This column has the same significance as that of the column in Variable Master while building scoring ABT or calculating actual result value. It is duplicated in this table of Analytical Result Area (ARA) to avoid referring to any non-ARA table during scoring or actual result data processing.	Not Null	No
VARIABLE_DESC	VARCHAR(3000)	Contains the description of the ABT variable that is available when the model is registered. A record in Variable Master can be linked to one or more ABTs. In each ABT, it can have a different description.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
VARIABLE_SHORT_NM	VARCHAR(750)	Contains the short name of the ABT that is available when the model is registered. These values are used for display in UI. It is also used as column label for ABT variables. A record in Variable Master can be linked to one or more ABTs. In each ABT, it can have different display name.	Not Null	No
VARIABLE_SK	INTEGER	Contains the foreign key of the ABT variables.	Not Null	Yes

Table 7.54 SEQUENCE_OBJECT_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
SEQUENCE_COLUMN_NM	VARCHAR(30)	Contains the name of the column to which the sequence object applies.	Not Null	No
SEQUENCE_DTL_SK	INTEGER	Contains the surrogate key for the sequence object detail.	Not Null	Yes
SEQUENCE_INSERT_COLUMN_STRING	VARCHAR(200)	Contains the string value that is applicable for a column.	Not Null	No
SEQUENCE_INSERT_VALUE_STRING	VARCHAR(200)	Contains the string value that is applicable for a column value.	Not Null	No
SEQUENCE_OBJECT_NM	VARCHAR(30)	Contains the name of the object that is used as a sequence.	Not Null	No
SEQUENCE_TABLE_NM	VARCHAR(30)	Contains the name of the table to which the sequence object applies.	Not Null	No

Table 7.55 SOURCE_AS_OF_TIME_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
AS_OF_TIME_CD	VARCHAR(6)	Contains the code that is assigned to each source of time. These codes are concatenated with codes of other entities to create variable names. The length of these codes should be as less as possible and yet the codes should be meaningful.	Not Null	No
AS_OF_TIME_DESC	VARCHAR(600)	Contains the description of source of time.	Null	No
AS_OF_TIME_SHORT_NM	VARCHAR(120)	Contains a short name that is assigned to source as of time. These values are used as display names in the UI.	Not Null	No
AS_OF_TIME_SK	INTEGER	Contains the surrogate key for source as of time master.	Not Null	Yes
AS_OF_TIME_VALUE	NUMERIC(4)	Contains as of time value.	Not Null	No
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATETIME	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record the last time.	Not Null	No
LAST_PROCESSED_DTTM	DATETIME	Contains the date and time when the record was processed the last time.	Not Null	No
TIME_FREQUENCY_SK	INTEGER	Contains the surrogate key for the Time Frequency master.	Null	No

Table 7.56 SOURCE_COLUMN_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CALC_EXPRESSION	VARCHAR(10000)	This field is applicable if information map is used as a data source. For a calculated field, this column contains the expression of that field. The expression that you specify in this field should be synchronized with the expression of the corresponding data item of the information map.	Null	No
COLUMN_DATA_TYPE_SK	NUMERIC(8)	Contains the foreign key for the column data type.	Not Null	No
COLUMN_TYPE_SK	NUMERIC(8)	Contains the foreign key for column type.	Null	No
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
IM_SOURCE_COLUMN_NM	VARCHAR(32)	If the source column is from an information map, it contains the physical name of the corresponding column that is used in that information map.	Null	No
IM_SOURCE_TABLE_NM	VARCHAR(32)	If the source column is from an information map, it contains the physical name of the corresponding table that is used in that information map.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
IS_CALC_FLG	CHAR(1)	Indicates whether the column is a calculated field. The values can be Y or N. If an information map is used as a data source, you must specify Y value for this column if it is a calculated field.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
SOURCE_ COLUMN_CD	VARCHAR(20)	<p>Contains the code value of each column in a source table. These are used to create a variable name by concatenation of this value and some codes of some other entities. These should be assigned meaningful and smaller codes, such as CNT for Call Count and, OUT for Outbound Calls. They will result in variable names such as LAST_OUT_CNT for variable named Last Outbound Calls Count. The column length is 20.</p> <p>However, for columns of tables, which are used for behavioral and time-based variables; the length of the code should be less than 6. So that column name formed for BEH/RNT variables by concatenation of various codes is less than 28. But, for columns of tables that are used only for direct variables, this column code length can exceed up to 20 as column name of direct variables is formed by concatenation of only table, level, and column code, which together should be less than 28. Column Code is not required for columns of table, which are used only for Subset Query.</p>	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
SOURCE_COLUMN_DESC	VARCHAR(600)	Contains the description of a column. In case of an information map, the description column in source_column_master by default is mapped to the description of information map data item. It will by default contain the column name of the physical table.	Null	No
SOURCE_COLUMN_NM	VARCHAR(32)	Contains the column name according to Physical Source table, such as CUSTOMER_STATUS_CD.	Not Null	No
SOURCE_COLUMN_SHORT_NM	VARCHAR(120)	Contains the short name of the source column. These values are used for display in the UI.	Not Null	No
SOURCE_COLUMN_SK	NUMERIC(8)	Contains the surrogate key for the Source column.	Not Null	Yes
SOURCE_TABLE_SK	NUMERIC(8)	Contains the foreign key for the source table.	Not Null	No

Table 7.57 SOURCE_COLUMN_X_USAGE Table

Column Name	Data Type	Description	Null Option	Is PK
COLUMN_USAGE_SK	INTEGER	Contains the foreign key for column usage.	Not Null	Yes
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
SOURCE_COLUMN_SK	INTEGER	Contains the foreign key for the source column.	Not Null	Yes

Table 7.58 SOURCE_DIM_ATTRIB_VALUE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
DIM_ATTRIBUTE_VALUE	VARCHAR(200)	Stores possible value in the dimensional attribute column of the source table. These values are used for comparing WHERE or IF clause while aggregating scores. Therefore, they have to be same as the values that are contained in the source tables. For example, 'BRN', 'ATM', 'PHONE' can be dimensional values for the CHANNEL_CD attribute. Values should be mentioned in single quotation marks. It can contain multiple values separated with a comma (,) in case we need to consider multiple values to indicate one particular filter of a variable. It can also contain macro variables. However, the values of the macro variables should be available in the SAS session when the ABT data is being processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
DIM_ATTRIBUTE_VALUE_CD	VARCHAR(3)	<p>Contains the code value for dimensional attribute values. These values are used to create variable name by concatenation of this value and some codes of some other entities. These codes should be meaningful and should have shorter length such as INN for Internet Channel, BPY for Bill Payment Type of the Transactions. They will result in variable name such as BPY_INN_TOT_TR_AMT_LST_1M (that is, Total Transaction Amount of Bill Payment done through Internet channel in last one Month.</p> <p>Dimensional attribute value code is required only for column of table that is used in behavioral and time-based Based reports. These are not required for column of table that is used for direct variables or subset query.</p>	Not Null	No
DIM_ATTRIBUTE_VALUE_DESC	VARCHAR(600)	Contains the description of the dimensional attribute value.	Null	No
DIM_ATTRIBUTE_VALUE_SHORT_NM	VARCHAR(120)	Contains the short name of the dimensional attribute value such as Bill Payment and Internet. These values are used for display in the UI.	Not Null	No
DIM_ATTRIBUTE_VALUE_SK	INTEGER	Contains the surrogate key for the dimensional attribute value.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
SOURCE_COLUMN_SK	INTEGER	Contains the foreign key to the Source Dimensional attribute.	Not Null	No

Table 7.59 SOURCE_TABLE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LIBRARY_SK	INTEGER	Contains the foreign key to the library of the source table.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
SOURCE_TABLE_CD	VARCHAR(3)	Contains the unique code value of the source table. This value used for creating variable names by concatenation of these values and some codes of other entities. The code values should be meaningful and small in length. For example, you can use the TR value for Transaction Table, INQ value for INQUIRY Table. The result variable name is TOT_TR_AMT_LST_1M, AVG_BAL_AMT_LST_3M.	Not Null	No
SOURCE_TABLE_DESC	VARCHAR(600)	Contains the description of the source table.	Null	No
SOURCE_TABLE_NM	VARCHAR(32)	Contains the table name of the physical source table.	Not Null	No
SOURCE_TABLE_SHORT_NM	VARCHAR(120)	Contains the short name of the source table. These values are used for display in the UI.	Not Null	No
SOURCE_TABLE_SK	INTEGER	Contains the surrogate key for the Source Table.	Not Null	Yes

Table 7.60 SOURCE_TABLE_X_LEVEL Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
HAS_RETAINED_KEY_FLG	CHAR(1)	Contains Y or N value. The default value in case of base table is Y. In case of information Map, if this flag has Y value, it indicates that the information map contains mapping to the SUBSET_RK_TABLE_NM column. N value indicates the information map contains mapping to the SUBSET_SK_TABLE_NM column.	Not Null	No
LEVEL_SK	INTEGER	Contains the foreign key to Level Master.	Not Null	Yes
SOURCE_TABLE_SK	INTEGER	Contains the foreign key to Source Table Master.	Not Null	Yes

Table 7.61 SOURCE_TABLE_X_TIME_FREQUENCY Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
SOURCE_TABLE_SK	INTEGER	Contains the surrogate key for the Source Table.	Not Null	Yes
TIME_FREQUENCY_SK	INTEGER	Contains the surrogate key for Time Frequency Master.	Not Null	Yes

Table 7.62 SOURCE_TABLE_X_USAGE Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
SOURCE_TABLE_SK	INTEGER	Contains the foreign key for the Source Table.	Not Null	Yes
TABLE_USAGE_SK	INTEGER	Contains the foreign key to the table usage.	Not Null	Yes

Table 7.63 SOURCE_TIME_PERIOD Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
TIME_FREQUENCY_SK	INTEGER	Contains the foreign key of time frequency that indicates the time period such as Monthly, or Daily. You can have one or more time periods based on the same time frequency. For example, you can define Last 1 Month, Last 13 to 24 Months, and 2 Months Back for the monthly time frequency.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
TIME_PERIOD_CD	VARCHAR(6)	Contains the code value of each time period. These are used to create variable name by concatenation of these values and some codes of other entities. The code values should be meaningful and small in length. For example, you can use the LST_1M value for Last 1 Month Amount or 13_24M value for last 13 to 24 Months. The result variable name is TOT_TR_AMT_LST_1M, AVG_BAL_AMT_13_24M.	Not Null	No
TIME_PERIOD_DESC	VARCHAR(600)	Contains the description of time period.	Null	No
TIME_PERIOD_FROM	NUMERIC(4)	Defines the time period for which historical data will be aggregated.	Not Null	No
TIME_PERIOD_SHORT_NM	VARCHAR(120)	Contains the short name of the time period, such as Last 1 Month, and Last 13 to 24 Month. These values are used for display in the UI.	Not Null	No
TIME_PERIOD_SK	INTEGER	Contains the surrogate key for the time period.	Not Null	Yes
TIME_PERIOD_TO	NUMERIC(4)	Defines the time period for which historical data will be aggregated.	Not Null	No

Table 7.64 STATUS_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
STATUS_CD	VARCHAR(12)	Contains the unique code value of each status. These values are prepackaged with solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No
STATUS_DESC	VARCHAR(600)	Contains the description of the status	Null	No
STATUS_SHORT_NM	VARCHAR(120)	Contains the short name of the status. These values are used for display in the UI.	Not Null	No
STATUS_SK	INTEGER	Contains the surrogate key of Status Master.	Not Null	Yes

Table 7.65 SUBJECT_GROUP_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
SUBJECT_GROUP_CD	VARCHAR(8)	Contains the unique code value of each subject group. In case of pre-packaged subject groups, these values are prepackaged with solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No
SUBJECT_GROUP_DESC	VARCHAR(600)	Contains the short name of the subject group.	Null	No
SUBJECT_GROUP_SHORT_NM	VARCHAR(120)	Contains the short name of the subject group. These values are used for display in the UI.	Not Null	No
SUBJECT_GROUP_SK	INTEGER	Contains the surrogate key for the subject group.	Not Null	Yes
SUBSET_QUERY_SK	INTEGER	Contains the surrogate key of the subset query, which defines the population that satisfies the subject group criterion.	Not Null	No

Table 7.66 SUBJECT_GROUP_SPCFCN_DTL Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
LEVEL_SK	INTEGER	Contains the surrogate key for Level Master.	Not Null	Yes
PURPOSE_SK	INTEGER	Contains the surrogate key of the table usage.	Not Null	Yes
SUBJECT_GROUP_SK	INTEGER	Contains the applicable subject group for a specified purpose and level.	Not Null	Yes

Table 7.67 SUBSET_FILTER_NODE Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
FILTER_NODE_CNT	NUMERIC(8)	Contains the subject count at this node.	Null	No
FILTER_NODE_DESC	VARCHAR(600)	Contains the filter node description.	Null	No
FILTER_NODE_PCT_PARENT	NUMERIC(5,2)	Contains the subject count percentage at this node with respect to the parent node.	Null	No
FILTER_NODE_PCT_ROOT	NUMERIC(5,2)	Contains the subject count percentage at this node with respect to the root node.	Null	No
FILTER_NODE_SHORT_NM	VARCHAR(120)	Contains the short name of the filter node.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEAF_FILTER_NODE_FLG	CHARACTER(1)	Contains the leaf filter node flag.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
PARENT_SUBSET_FILTER_NODE_SK	INTEGER	Contains the surrogate key for the parent subset filter node.	Null	No
ROOT_FILTER_NODE_FLG	CHARACTER(1)	Contains the root filter node flag.	Not Null	No
SUBSET_FILTER_NODE_SK	INTEGER	Contains the surrogate key for the subset filter node.	Not Null	Yes
SUBSET_QUERY_SK	INTEGER	Contains the surrogate key of the subset query.	Not Null	Yes

Table 7.68 SUBSET_FILTER_NODE_EXPRESSION Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
FILTER_NODE_EXPRSSN_SQNC_NUM	NUMERIC(2)	Contains the subset query expression, which can be a sequence of WHERE conditions. These conditions are joined in a particular sequence to form a complete WHERE expression for subset queries.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
MULTI_CONDTN_BOOLEAN_OPRTR_VAL	VARCHAR(3)	Defines the string to join multiple WHERE conditions with either AND or OR operators.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
OPERAND_ SOURCE_ COLUMN_SK	INTEGER	Contains the foreign key to the source column that is used as an operand. This column is operated during the WHERE condition. It can be any one column of the source table on path of the WHERE condition.	Not Null	No
OPERATOR_SK	INTEGER	Contains the foreign key of the supported operators.	Not Null	No
SUBSET_FILTER_ NODE_EXPRSSN_ SK	INTEGER	Contains the surrogate key for the WHERE condition.	Not Null	Yes
SUBSET_FILTER_ NODE_SK	INTEGER	Contains the surrogate key for the subset filter node.	Not Null	Yes
SUBSET_QUERY_ SK	INTEGER	Contains the surrogate key of the subset query.	Not Null	Yes
USER_ENTERED_ VALUE_FLG	CHARACTER(1)	Indicates whether the expression is entered by the user.	Not Null	No
USER_ENTERED_ VALUE_TXT	VARCHAR(400)	Specifies the value that the selected observations must satisfy. It is used as it is for WHERE clause expression. Therefore, it should be in the correct syntax according to the operator that is used for the WHERE condition. For example, 'New York' 'Florida', 25, 40 are examples of filter values.	Null	No

Table 7.69 SUBSET_FROM_PATH_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CORRSP_LEVEL_ KEY_COLUMN_ DTL_SK	INTEGER	Foreign key to LEVEL_KEY_COLUMN_DTL table. It is not necessary that tables involved in subset path to have select columns with name exactly same as that present and specified as level key column in the master table. If it is not same, then you need to specify SUBSET_FROM_PATH_X_LEVEL.CORRSP_LEVEL_KEY_COLUMN_DTL_SK. It indicates the corresponding level key column for each select column from tables involved in path for a given level. It is necessary to specify this column in those scenarios where name of column specified in select (that is, SELECT_SOURCE_COLUMN_SK) does not match the level key column name in the master table. This column gives mapping between the select column in subset path and that in the master table for a given level.	Null	No
CREATED_BY_ USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
FROM_PATH_DESC	VARCHAR(600)	Contains the description of the relationship path among all tables that are involved in the relationship path.	Null	No
FROM_PATH_SHORT_NM	VARCHAR(120)	Contains the short name of the subset query, such as All Customer with Active Status. These values are used for display in UI.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
SUBSET_FROM_PATH_SK	INTEGER	Contains the surrogate key for the Subset From Path.	Not Null	Yes

Table 7.70 SUBSET_FROM_PATH_X_LEVEL Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LEVEL_SK	INTEGER	Contains the foreign key for Level Master.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
SELECT_SOURCE_COLUMN_SK	INTEGER	Indicates the subject keys that are created in the subset output table. These keys are used to apply a filter against source data tables to subset them. This column is used to create the SELECT clause of the SQL subset query. This column contains the unique identifier corresponding to the level of project that is mentioned in the corresponding PROJECT_MASTER.LEVEL_SK column. In case, we need subset criteria for more than one subject of analysis, then one row for each column should be added to this table.	Not Null	Yes
SUBSET_FROM_PATH_SK	INTEGER	Contains the foreign key of the Subset From Path Master,	Not Null	Yes

Table 7.71 SUBSET_QUERY_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
PUBLISH_TEMPLATE_FLG	CHARACTER(1)	<p>Indicates the default value as 'N'. The possible values are N or Y.</p> <p>N indicates that this subset query cannot be imported into another project by any other user.</p> <p>Y indicates this subset query is published by some user. It also indicates this subset query is provided as a pre-packaged template along with the solution. It can be imported into another project by any other user.</p>	Not Null	No
SUBSET_FROM_PATH_SK	INTEGER	Contains the foreign key to the FROM part of the subset query. It will be used to create the FROM expression of the subset query.	Not Null	No
SUBSET_QUERY_CNT	NUMERIC(10)	Contains the number of subjects of analysis that satisfy the subset query.	Null	No
SUBSET_QUERY_DESC	VARCHAR(600)	Contains the description of the subset query.	Null	No
SUBSET_QUERY_PCT_ROOT	NUMERIC(5,2)	Contains the percentage count of subjects of analysis that satisfy the subset query for the overall root level counts.	Null	No
SUBSET_QUERY_SHORT_NM	VARCHAR(120)	Contains the short name of the subset query. These values are used for display in the UI.	Not Null	No
SUBSET_QUERY_SK	INTEGER	Contains the surrogate key of the subset query.	Not Null	Yes

Table 7.72 SUBSET_TABLE_JOIN_CONDITION Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No
JOIN_CONDITION_SEQUENCE_NUMBER	NUMERIC(2)	Defines the order of joining conditions within a path. A path can be formed by joining two or more tables. In this case, it is important to have a proper order for creating a FROM clause from multiple joining conditions. Also, it is important to have proper mention of the left and the right table. The right table of one joining condition should be the left table of the next joining condition.	Not Null	No
JOIN_TYPE	VARCHAR(8)	Contains values such as INNER, LEFT, RIGHT, OUTER, and NONE. The NONE value is used for a path with a single table.	Not Null	No
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEFT_COLUMN_SK	INTEGER	Contains the foreign key for the left-side table column in a joining condition.	Null	No
LEFT_TABLE_SK	INTEGER	Contains the foreign key for the left-side source table in a joining condition	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
RIGHT_COLUMN_SK	INTEGER	Contains the foreign key for the right-side table column in a joining condition. It will be null value for a path with a single table.	Null	No
RIGHT_TABLE_SK	INTEGER	Contains the foreign key for the right-side source table in a joining condition. It will be a null value for a path with a single table.	Null	No
SUBSET_FROM_PATH_SK	INTEGER	Contains the foreign key to the Subset From path, which is defined by this table joining condition.	Not Null	No
SUBSET_TABLE_JOIN_CONDITION_SK	INTEGER	Contains the surrogate key to the table joining condition.	Not Null	Yes

Table 7.73 SOURCE_TABLE_X_PURPOSE Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATETIME	Contains the date and time when the record was created.	Not Null	No
PURPOSE_SK	INTEGER	Contains the surrogate key to the table usage.	Not Null	Yes
SOURCE_TABLE_SK	INTEGER	Contains the surrogate key to the source table.	Not Null	Yes

Table 7.74 SUPPLEMENTARY_VARIABLE Table

Column Name	Data Type	Description	Null Option	Is PK
AS_OF_TIME_SK	INTEGER	Contains the surrogate key to source as of time master.	Null	No
SELECT_SOURCE_COLUMN_SK	INTEGER	Contains the foreign key for the Source Column Master. This indicates the column that is selected from the source table and shown in the ABT table.	Not Null	No
VARIABLE_SK	INTEGER	Contains the foreign key of ABT variables.	Not Null	Yes

Table 7.75 SYSTEM_GEN_VARIABLE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
APPLICABLE_FOR_PROCESS_TYPE_CD	VARCHAR(3)	Indicates the process for which a certain parameter is applicable, such as derived variable and subset. These values are prepackaged with the solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No
COLUMN_DATA_TYPE_SK	INTEGER	Contains the surrogate key for the column data type.	Not Null	No
SYSTEM_GEN_VARIABLE_SK	INTEGER	Contains the surrogate key of the system-generated variable.	Not Null	Yes

Column Name	Data Type	Description	Null Option	Is PK
VARIABLE_CD	VARCHAR(20)	Contains the unique code value of each system-generated variable, which is currently supported. These values are prepackaged with the solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No
VARIABLE_DESC	VARCHAR(600)	Contains the system-generated variable description.	Null	No
VARIABLE_PARAMETER_NM	VARCHAR(40)	Contains the name of the parameter that will be used in the corresponding expression. These values are prepackaged with the solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No
VARIABLE_SHORT_NM	VARCHAR(120)	Contains the short name of the system-generated variable. These values are used for display in the UI of the subset and derived variable name.	Not Null	No

Table 7.76 TABLE_USAGE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
TABLE_USAGE_CD	VARCHAR(3)	Contains the unique code value given to each table usage. These values are prepackaged along with solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
TABLE_USAGE_DESC	VARCHAR(600)	Contains the description of the table usage.	Null	No
TABLE_USAGE_SHORT_NM	VARCHAR(120)	Contains the short name of the table usage. These values are used for display in the UI.	Not Null	No
TABLE_USAGE_SK	INTEGER	Contains the surrogate key of the table usage.	Not Null	Yes

Table 7.77 TABLE_X_LEVEL_KEY_COLUMN Table

Column Name	Data Type	Description	Null Option	Is PK
CORRSP_SOURCE_COLUMN_SK	INTEGER	Contains the surrogate key for the source column. It stores the name of column of the source table that has column name different from that defined in level_key_column_dtl.	Null	No
LEVEL_KEY_COLUMN_DTL_SK	INTEGER	Contains the surrogate key for LEVEL_KEY_COLUMN_DTL.	Not Null	Yes
SOURCE_TABLE_SK	INTEGER	Contains the surrogate key for the source table.	Not Null	Yes

Table 7.78 TIME_FREQUENCY_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
DATE_INTERVAL_EXPRESSION	VARCHAR(20)	Stores the date interval expression for a given time frequency. These values are prepackaged along with solution. They are used in the internal logic. So, they should not be edited.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
DTTM_INTERVAL_EXPRESSION	VARCHAR(20)	Stores date time interval expression for a given time frequency. These values are prepackaged along with the solution. They are used in the internal logic. So, they should not be edited.	Not Null	No
INTERVAL_EXPRESSION	VARCHAR(20)	This field is not used by SAS Customer Analytics for Communications.	Null	No
STCK_INTERVAL_EXPRESSION	VARCHAR(20)	Contains prepackaged values. These values are used in internal logic. So, they should not be edited.	Not Null	No
STICK_TIME_ALIGN	VARCHAR(20)	Contains prepackaged values. These values are used in internal logic. So, they should not be edited.	Not Null	No
TIME_ALIGN	VARCHAR(20)	Stores the alignment for a given time frequency. These values are prepackaged along with solution. They are used in internal logic. So, they should not be edited.	Not Null	No
TIME_FREQUENCY_CD	VARCHAR(8)	Contains the unique code value of each time frequency that is currently supported. These values are prepackaged along with solution and are also used in the internal logic. Therefore, you should not edit these values.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
TIME_FREQUENCY_DESC	VARCHAR(600)	Contains the description of time frequency such as Day, Week, and Month.	Null	No
TIME_FREQUENCY_SHORT_NM	VARCHAR(120)	Contains the short name of time frequency. These values are displayed in the UI.	Not Null	No
TIME_FREQUENCY_SK	INTEGER	Contains the surrogate key for the Time Frequency Master.	Not Null	Yes

Table 7.79 VARIABLE_DIM_ATTRIBUTE_FILTER Table

Column Name	Data Type	Description	Null Option	Is PK
DIM_ATTRIBUTE_VALUE_SK	INTEGER	Contains the foreign key of the Dimensional Attribute value used for a variable.	Not Null	Yes
VARIABLE_SK	INTEGER	Contains the foreign key of the Variable Master.	Not Null	Yes

Table 7.80 VARIABLE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
COLUMN_DATA_TYPE_SK	INTEGER	Contains the foreign key for Variable Column Data Type such as Numeric, Char, and Date. This column is used to validate the expressions of derived variables.	Not Null	No
CREATED_BY_USER	VARCHAR(32)	Contains the ID of the user who created the record.	Not Null	No
CREATED_DTTM	DATE	Contains the date and time when the record was created.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
LAST_PROCESSED_BY_USER	VARCHAR(32)	Contains the ID of the user who processed the record last time.	Not Null	No
LAST_PROCESSED_DTTM	DATE	Contains the last date and time that a record was processed.	Not Null	No
LEVEL_SK	INTEGER	Supports external customization.	Null	No
SOURCE_TABLE_SK	INTEGER	Contains the foreign key of the source table from which this variable is derived.	Null	No
VARIABLE_COLUMN_NM	VARCHAR(30)	Contains the exact name of the column of the ABT table, which contains the value for this variable.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
VARIABLE_ DEFINITION_ STRING	VARCHAR(600)	Contains variables definitions in the form of concatenation of _SK columns of attributes, which defines that variable. This column is used for internal processing. It is used internally to check duplicate variable definitions. It contains concatenation of variable _SK columns such as SOURCE_TABLE_SK, MEASURE_SOURCE_COLUMN_SK, AGGREGATION_TYPE_SK, TIME_PERIOD_SK, Combined DIM_ATTRIBUTE_VALUE_SK String, SELECT_SOURCE_COLUMN_SK, and ORDER_BY_DATE_SOURCE_COLUMN_SK. This column is populated when a variable is created.	Null	No
VARIABLE_SK	INTEGER	Contains the surrogate key of ABT Variables.	Not Null	Yes
VARIABLE_TYPE_SK	INTEGER	Contains the foreign key for variable type such as behavioral, recent, supplementary, and derived.	Not Null	No

Table 7.81 VARIABLE_TYPE_MASTER Table

Column Name	Data Type	Description	Null Option	Is PK
VARIABLE_TYPE_CD	VARCHAR(3)	Contains code values that indicate each of the variable type such as Behavioral (BEH), Recent (RNT), Supplementary (SPM), and Derived (DER). These values are used in internal the logic. Therefore, you should not replace these values with other values.	Not Null	No
VARIABLE_TYPE_DESC	VARCHAR(600)	Contains the description of the variable type.	Null	No
VARIABLE_TYPE_SHORT_NM	VARCHAR(120)	Contains the short name of the variable type. These values are used for display in the UI.	Not Null	No
VARIABLE_TYPE_SK	INTEGER	Contains the surrogate key for the variable type	Not Null	Yes

Chapter 8

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Analytical Results Area Tables

Table 8.1 *PREDICTED_SCORING_RESULT_CUST Table*

Column Name	Data Type	Description	Null Option	Is PK
CREATED_DTTM	NUMERIC(8)	Contains the date and time of when the record was created.	Not Null	No
CUST_ID	VARCHAR(32)	Contains the unique identifier of the customer.	Not Null	No
PREDICTED_OUTCOME	NUMERIC(8)	Contains the cross-sell, up-sell, or churn score of the customer. For survival models, this column will be populated with the expected tenure of the customer.	Null	No
PREDICTED_OUTCOME_PROBABILITY	NUMERIC(10,4)			
PREDICTED_OUTCOME_VALUE_1	NUMERIC(17,4)	Contains the values for additional analytical outputs that are different from the outcome probabilities.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
PREDICTED_OUTCOME_VALUE_2	NUMERIC(17,4)	Contains the values for additional analytical outputs that are different from the outcome probabilities.	Null	No
PREDICTED_OUTCOME_VALUE_3	NUMERIC(17,4)	Contains the values for additional analytical outputs that are different from the outcome probabilities.	Null	No
SCORING_AS_OF_DTTM	NUMERIC(8)	Contains the date and time for scoring.	Not Null	No
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the corresponding scoring model.	Not Null	No

Table 8.2 PREDICTED_SCORING_RESULT_PRS Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_DTTM	NUMERIC(8)	Contains the date and time of creation of the record.	Not Null	No
PREDICTED_OUTCOME	NUMERIC(8)	Contains the acquisition score for the prospective customer.	Null	No
PREDICTED_OUTCOME_VALUE_1	NUMERIC(8)	Contains the values for additional analytical outputs that are different from the outcome probabilities.	Null	No
PREDICTED_OUTCOME_VALUE_2	NUMERIC(8)	Contains the values for additional analytical outputs that are different from the outcome probabilities.	Null	No
PREDICTED_OUTCOME_VALUE_3	NUMERIC(8)	Contains the values for additional analytical outputs that are different from the outcome probabilities.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
PRSPCT_CUST_ID	VARCHAR(32)	Contains the unique identifier of the prospective customer.	Not Null	No
SCORING_AS_OF_DTTM	NUMERIC(8)	Contains the date and time for scoring.	Not Null	No
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the corresponding scoring model.	Not Null	No

Table 8.3 PREDICTED_SCORING_RESULT_SUB Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_DTTM	NUMERIC(8)	Contains the date and time of when the record was created.	Not Null	No
PREDICTED_OUTCOME	NUMERIC(8)	Contains the cross-sell, up-sell, or churn score for a subscription.	Null	No
PREDICTED_OUTCOME_VALUE_1	NUMERIC(8)	Contains the values for additional analytical outputs that are different from the outcome probabilities. For example, for cross-sell or up-sell or churn models that are built at subscription level, this column stores the name of the variable. The scored are aggregated from the subscription to customer level based on this variable.	Null	No
PREDICTED_OUTCOME_VALUE_2	NUMERIC(8)	Contains the values for additional analytical outputs that are different from the outcome probabilities.	Null	No
PREDICTED_OUTCOME_VALUE_3	NUMERIC(8)	Contains the values for additional analytical outputs that are different from the outcome probabilities.	Null	No

Column Name	Data Type	Description	Null Option	Is PK
SCORING_AS_OF_DTTM	NUMERIC(8)	Contains the date and time for scoring.	Not Null	No
SCORING_MODEL_SK	INTEGER	Contains the surrogate key of the corresponding scoring model.	Not Null	No
SUBSCRIP_ID	VARCHAR(32)	Contains the unique identifier for a subscription.	Not Null	No

Table 8.4 SEGMENT_SCORING_RESULT_CUST Table

Column Name	Data Type	Description	Null Option	Is PK
CLUSTER_ND_SCORING_SEGMENT_NM	NUMERIC(4)	Contains the segment name for scoring.	Null	No
CREATED_DTTM	NUMERIC(8)	Contains the date and time when the record was created.	Not Null	No
CUST_ID	VARCHAR(32)	Contains the unique identifier for the customer.	Not Null	No
DCSN_TR_ND_SCORING_SEGMENT_NM	CHARACTER(10)	Contains the segment code for scoring.	Null	No
SCORING_AS_OF_DTTM	NUMERIC(8)	Contains the date and time for scoring.	Not Null	No
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the corresponding scoring model.	Not Null	No

Table 8.5 RULES_SCORING_RESULT_CUST Table

Column Name	Data Type	Description	Null Option	Is PK
CREATED_DTTM	NUMERIC(8)	Contains the date and time when the record was created.	Not Null	No
CUST_ID	VARCHAR(32)	Contains the unique identifier for the customer.	Not Null	No
SCORING_AS_OF_DTTM	NUMERIC(8)	Contains the date and time for scoring.	Not Null	No

Column Name	Data Type	Description	Null Option	Is PK
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the corresponding scoring model.	Not Null	No
SCORING_RULE_SK	INTEGER	Contains the surrogate key for the corresponding rule.	Not Null	No

Table 8.6 RULES_SCORING_RESULT_SUB Table

Column Name	Data Type	Description	Null Option	Is PK
SCORING_AS_OF_DTTM	NUMERIC(8)	Contains the date and time for scoring.	Not Null	No
SCORING_MODEL_SK	INTEGER	Contains the surrogate key for the corresponding scoring model.	Not Null	No
SCORING_RULE_SK	INTEGER	Contains the surrogate key for the corresponding rule.	Not Null	No
SUBSCRIP_ID	VARCHAR(32)	Contains the unique identifier for the subscription.	Not Null	No

Chapter 9

Information Map Descriptions

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Information Maps

Table 9.1 Information Map Descriptions

Information Map Name	Description
CSCOM_BILL_USAGE_IM	Contains the bill usage data for postpaid customers.
CSCOM_CUST_BILL_IM	Contains bill-related information for postpaid customers.
CSCOM_CUST_BILL_NONUSAGE_IM	Contains non-usage related bill information for postpaid customers.
CSCOM_CUST_COMPLAINT_IM	Contains information about customer-level complaints that prepaid and postpaid customers have lodged.
CSCOM_CUST_INQUIRY_IM	Contains information about customer-level inquiries that prepaid and postpaid customers have made.
CSCOM_CUST_LOYALTY_IM	Contains customer-level loyalty points that prepaid and postpaid customers have earned.
CSCOM_CUST_OFFER_IM	Contains information about offer activation for TV customers.
CSCOM_DROPPED_USAGE_IM	Contains usage information about dropped calls for prepaid and postpaid customers.
CSCOM_EQUIP_ACTIVITY_IM	Contains information about status and the corresponding reason for status change for various pieces of equipment that are owned by prepaid and postpaid customers.
CSCOM_IMPLICIT_SUBSET_IMAP	Contains information that is required to define the implicit subset criterion for MBA and sequence analysis models.
CSCOM_IPTV_CHANNEL_USAGE_IM	Contains information about channel viewership for TV customers at monthly grain.

Information Map Name	Description
CSCOM_IPTV_USAGE_IM	Contains information about channel viewership for TV customers at daily grain.
CSCOM_PAYMENT_IM	Contains payment-related information for prepaid and postpaid customers.
CSCOM_PROGRAM_VIEWERSHIP_IM	Contains information about program viewership for TV customers.
CSCOM_SERVICE_ACTIVITY_IM	Contains information about various services and the corresponding status for these services that are owned by prepaid and postpaid customers.
CSCOM_SUBSCRIP_BILL_NONUSAGE_IM	Contains non-usage bill information at subscription level for postpaid customers.
CSCOM_SUBSCRIP_BUCKET_USAGE_IM	Contains the recharge closing balance and usage decrement value for all the prepaid customers. This is a daily snapshot table.
CSCOM_SUBSCRIP_COMPLAINT_IM	Contains information about subscription-level complaints that prepaid and postpaid customers have lodged.
CSCOM_SUBSCRIP_INQUIRY_IM	Contains information about subscription-level inquiries that prepaid and postpaid customers have made.
CSCOM_SUBSCRIP_LOYALTY_IM	Contains subscription level loyalty points that prepaid and postpaid customers have earned.
CSCOM_SUBSCRIP_TLCSTITM_ORDR_IM	Contains information about telecast item activation for TV customers.
CSCOM_SUBSCRIP_TLCSTITM_SBST_IM	Contains information that is required to define subset criterion for MBA at telecast-item level and sequence analysis purposes.
CSCOM_USAGE_IM	Contains usage information of prepaid and postpaid customers.
CSCOM_USAGE_MONTHLY_SUMMARY_IM	Contains usage summary information of postpaid customers. This information map contains monthly aggregated data.
CSCOM_USAGE_RECHARGE_IM	Contains recharge information of prepaid customers.
CSCOM_USAGE_WEEKLY_SUMMARY_IM	Contains usage summary information of prepaid customers. This information map contains weekly aggregated data.

Chapter 10

Column Descriptions of Information Maps

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Information Maps

Table 10.1 CSCOM_BILL_USAGE_IM Table

Column Name	Data Type	Description	NULL Option
BILL_DT	DATE	Contains date on which a bill is generated.	NULL
BILL_ID	VARCHAR(32)	Contains a unique identifier for a bill.	NOT NULL
BILL_USG_AMT	NUMERIC(15,3)	Contains the total usage charges against a product in a single bill.	NULL
BILL_USG_DISCOUNT_AMT	NUMERIC(15,3)	Contains the discount amount that is applicable at event type level.	NULL
CUST_ACCT_ID	VARCHAR(32)	Contains a unique identifier for a customer's account.	NOT NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
EVENT_DIRECTION_CD	VARCHAR(10)	Contains the code for a direction of an event type for which a rate is defined. Examples of direction include incoming or outgoing.	NULL

Column Name	Data Type	Description	NULL Option
EVENT_DSTN_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains the code for the underlying technology such as wireline and wireless for which the event type terminates.	NULL
EVENT_TYPE_ID	VARCHAR(32)	Contains a unique identifier for an entity, which describes the transaction on which rating is performed.	NOT NULL
NETWORK_OPERATOR_ID	VARCHAR(32)	Contains a unique identifier for an operator in whose network an event terminates. Examples of network operators include AT&T or Verizon.	NOT NULL
NETWORK_TYPE_CD	VARCHAR(10)	Contains a code for a network type in order to indicate whether an event occurred in the communications service provider's network or outside it. Examples include on-net or off-net.	NULL
PROD_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains a code for an access category. These codes are based on the method that is used for accessing services. The supplied values can be wireline or wireless	NULL
PROD_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains a code that categorizes a service. Example of a service category includes messaging service.	NULL

Column Name	Data Type	Description	NULL Option
SERVICE_DELIVERY_Tech_CD	VARCHAR(10)	Contains a code for a communication technology or a protocol over which a service is delivered. Examples include WAP, GPRS, and WAP over GPRS.	NULL
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL

Table 10.2 CSCOM_CUST_BILL_IM Table

Column Name	Data Type	Description	NULL Option
BILL_DISCOUNT_AMT	NUMERIC(15,3)	Contains the total discount amount applicable for a certain bill.	NULL
BILL_DT	DATE	Contains the date on which the bill is generated.	NULL
BILL_ID	VARCHAR(32)	Contains a unique identifier for a bill.	NOT NULL
BILL_NET_PAYBALE_AMT	NUMERIC(15,3)	Contains the amount payable by a customer after applying all types of charges, discounts, taxes, and adjustments.	NULL
BILL_NON_USG_ONE_TIME_AMT	NUMERIC(15,3)	Contains the total non-usage one-time charges against a product in a single bill.	NULL
BILL_NON_USG_RCRNG_AMT	NUMERIC(15,3)	Contains the total non-usage recurring charges against a product in a single bill.	NULL
BILL_PYMNT_DUE_DT	DATE	Contains the date on which payment is due against a particular bill.	NULL
BILL_USG_AMT	NUMERIC(15,3)	Contains the total usage charges against a product in a single bill.	NULL

Column Name	Data Type	Description	NULL Option
CUST_ACCT_ID	VARCHAR(32)	Contains a unique identifier for a customer's account.	NOT NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL

Table 10.3 CSCOM_CUST_BILL_NONUSAGE_IM Table

Column Name	Data Type	Description	NULL Option
BILL_DT	DATE	Contains the date on which the bill is generated.	NULL
BILL_ID	VARCHAR(32)	Contains a unique identifier for a bill.	NOT NULL
BILL_NON_USG_AMT	NUMERIC(15,3)	Contains the total non-usage charges against a product in a single bill.	NULL
BILL_NON_USG_DISCOUNT_AMT	NUMERIC(15,3)	Contains the discount amount applicable for non-usage charges.	NULL
CHRG_TYPE_CD	VARCHAR(10)	Contains the code for type of fixed charge. Examples include one-time installation, recurring, and rental.	NULL
CUST_ACCT_ID	VARCHAR(32)	Contains a unique identifier for a customer's account.	NOT NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
OFFER_ID	VARCHAR(32)	Contains the business identifier for an entity that stores the final marketable combinations of all tariffs that can be owned by a customer.	NOT NULL

Column Name	Data Type	Description	NULL Option
PROD_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains a code for an access category. These codes are based on the method that is used for accessing services. The supplied values can be wireline or wireless.	NULL
PROD_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains a code that categorizes a service. Example of a service category includes messaging service.	NULL
SERVICE_DELIVERY_TECH_CD	VARCHAR(10)	Contains a code for a communication technology or a protocol over which a service is delivered. Examples include WAP, GPRS, and WAP over GPRS.	NULL
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL

Table 10.4 CSCOM_CUST_COMPLAINT_IM Table

Column Name	Data Type	Description	NULL Option
COMPLAINT_STATUS_CD	VARCHAR(10)	Contains the code for the status of a complaint that a customer has lodged.	NULL

Column Name	Data Type	Description	NULL Option
COMPLAINT_TYPE_CD	VARCHAR(10)	Contains the code for the type of customer complaint.	NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
CUST_INTERACTION_ID	VARCHAR(32)	Contains a unique identifier for the customer complaint.	NOT NULL
INTERACTION_CATEGORY_CD	VARCHAR(10)	Contains the code that is assigned by the business for the category of interactions.	NULL
INTERACTION_COMM_MEDIUM_CD	VARCHAR(10)	Contains the code for the communication medium that is used for the customer complaint.	NULL
INTERACTION_DT	DATE	Contains the date on which a certain customer complaint was lodged.	NULL

Table 10.5 CSCOM_CUST_INQUIRY_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
INTERACTION_COMM_MEDIUM_CD	VARCHAR(10)	Contains the code for the communication medium that is used for the customer inquiry.	NULL
INQUIRY_STATUS_CD	VARCHAR(10)	Contains the code for the status of customer inquiry.	NULL
INTERACTION_CATEGORY_CD	VARCHAR(10)	Contains the code that is assigned by the business for the category of interactions.	NULL
INTERACTION_DT	DATE	Contains the date on which a certain inquiry was made.	NULL
INTERACTION_ID	NUMERIC(6)	Contains the date on which a customer made an inquiry.	NOT NULL

Column Name	Data Type	Description	NULL Option
INTERACTION_TYPE_CD	VARCHAR(10)	Contains the code for the type of customer inquiry.	NULL

Table 10.6 CSCOM_CUST_LOYALTY_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
LOYALTY_BONUS_POINTS	NUMERIC(6)	Contains the number of bonus points that are credited in a customer's account.	NULL
LOYALTY_POINTS	NUMERIC(6)	Contains the number of loyalty points that are earned by a customer.	NULL
LOYALTY_SCHEME_ID	VARCHAR(32)	Contains a unique identifier for a loyalty scheme that is defined at customer level.	NOT NULL
LOYALTY_TRANSACTION_DT	DATE	Contains the date and time when a certain loyalty transaction was processed.	NULL
LOYALTY_TRANSACTION_TYPE_CD	VARCHAR(10)	Contains the code for the type of transaction on the loyalty account. Examples of transaction types include, credit of loyalty points, credit of bonus points, and redemption of loyalty points.	NULL

Table 10.7 CSCOM_CUST_OFFER_IM Table

Column Name	Data Type	Description	Null Option
CUST_ID	VARCHAR(32)	Contains the unique identifier for a customer. This column helps you access and analyze important information about a customer.	NOT NULL

Column Name	Data Type	Description	Null Option
OFFER_ID	VARCHAR(32)	Contains the unique identifier for an entity that stores the final marketable combinations of all tariffs that can be owed by a customer.	NOT NULL
OFFER_START_DT	NUMERIC(8)	Contains the date and time that indicates the start date of the validity period for the offer.	NOT NULL

Table 10.8 CSCOM_DROPPED_USAGE_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
EVENT_DIRECTION_CD	VARCHAR(10)	Contains the code for direction (for example, incoming or outgoing) of an event type, which can be rated.	NULL
EVENT_DSTN_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains the code for the underlying technology such as wireline or wireless for which the event type terminates.	NULL
EVENT_TYPE_ID	VARCHAR(32)	Contains the unique identifier for an entity that describes the transaction on which rating is performed.	NOT NULL
NETWORK_OPERATOR_ID	VARCHAR(32)	Contains the unique identifier for the network operator (for example, AT&T and Verizon) in whose network the event terminates.	NOT NULL
NETWORK_TYPE_CD	VARCHAR(10)	Contains a code for a network type in order to indicate whether an event occurred in the communications service provider's network or outside it. Examples include on-net or off-net.	NULL

Column Name	Data Type	Description	NULL Option
NUM_OF_DROPPED_EVENT	NUMERIC(10)	Indicates the number of dropped voice calls of a mobile or a fixed line for a product that belongs to a subscription.	NULL
NUM_OF_FAILED_EVENT	NUMERIC(10)	Contains the number of failed voice calls for a mobile or a fixed line for a product that belongs to a subscription.	NULL
PROD_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains a code for an access category. These codes are based on the method that is used for accessing services. The supplied values can be wireline or wireless.	NULL
PROD_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains a code that categorizes a service. Example of a service category includes messaging service.	NULL
SERVICE_DELIVERY_TECH_CD	VARCHAR(10)	Contains a code for a communication technology or a protocol over which a service is delivered. The supplied values can be WAP, GPRS, and WAP over GPRS.	NULL
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL

Column Name	Data Type	Description	NULL Option
SUBSCRIP_ACTIVATION_DT	DATE	Contains the date on which a subscription is activated in the billing system.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL
TIME_BAND_CD	VARCHAR(10)	Contains a code for a time band.	NULL
USG_DT	DATE	Contains the date on which a certain usage transaction is initiated for a prepaid account.	NULL

Table 10.9 CSCOM_EQUIP_ACTIVITY_IM Table

Column Name	Data Type	Description	NULL Option
ACTIVITY_STATUS_DT	DATE	Contains the date on which the status of an activity changed to its current value.	NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
EQUIPMENT_STATUS_CD	VARCHAR(10)	Contains the code for the status of equipment that belongs to a subscription.	NULL
EQUIPMENT_STATUS_CHNG_RSN_CD	VARCHAR(10)	Contains the code for the reason to change an equipment status to its current value.	NULL
PROD_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains a code for an access category. These codes are based on the method that is used for accessing services. The supplied values can be wireline or wireless.	NULL

Column Name	Data Type	Description	NULL Option
PROD_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL

Table 10.10 CSCOM_IMPLICIT_SUBSET_IMAP Table

Column Name	Data Type	Description	NULL Option
BASE_OFFER_SEGMENT_CD	VARCHAR(10)	Contains the code for the segmentation scheme for a base offer, such as GSM and CDMA.	NULL
BASE_OFFER_PYMNT_MODE_CD	VARCHAR(10)	Contains the code for the payment mode (for example, prepaid and postpaid) that is associated with the base offer of an offer bundle.	NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
CUST_STATUS_CD	VARCHAR(10)	Contains the code for the status of a customer. For example, the supplied values can be Active or Suspended.	NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL

Column Name	Data Type	Description	NULL Option
SUBSCRIP_STATUS_CD	VARCHAR(10)	Contains the code for the status (for example, Active or Suspended) of a subscription.	NULL
SERVICE_FIRST_ACTIVATION_DT	DATE	Contains the date on which a service is activated for the first time for a subscription or a customer.	NULL
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL
OFFER_BUNDLE_ID	VARCHAR(32)	Contains the unique identifier for an offer bundle.	NOT NULL
VALID_START_DTTM	NUMERIC(8)	Contains the start date and time for the validity of a subscription. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges.	NOT NULL
VALID_END_DTTM	NUMERIC(8)	Contains the end date and time for the validity of a subscription. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges. NOT NULL	No
VALID_START_DTTM2	NUMERIC(8)	Contains the start date and time for the validity of a customer record. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges.	NOT NULL

Column Name	Data Type	Description	NULL Option
VALID_END_DTTM2	NUMERIC(8)	Contains the end date and time for the validity of a customer record. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges.	NOT NULL
VALID_START_DTTM3	NUMERIC(8)	Contains the start date and time for the validity for a combination of customer and offer bundle. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges.	NOT NULL
VALID_END_DTTM3	NUMERIC(8)	Contains the end date and time for the validity of a combination of customer and offer bundle. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges.	NOT NULL
VALID_START_DTTM4	NUMERIC(8)	Contains the start date and time for the validity of an offer bundle. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges.	NOT NULL
VALID_END_DTTM4	NUMERIC(8)	Contains the end date and time for the validity of an offer bundle. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges.	NOT NULL

Table 10.11 CSCOM_IPTV_CHANNEL_USAGE_IM Table

Column Name	Data Type	Description	NULL Option
CAL_DT	DATE	Contains the date according to the Calendar or Time dimension.	NOT NULL
CUST_ID	VARCHAR(32)	Contains the unique identifier for a customer. This column helps you access and analyze important information about a customer.	NOT NULL
DURATION_OF_SESSIONS	NUMERIC(10)	Contains the duration of data sessions in the given period for a product that belongs to a subscription. The unit of measurement for duration or volume is decided during implementation.	NULL
MEDIA_CHANNEL_CATEGORY_CD	VARCHAR2(10)	Contains the business code such as news and movies for categorizing the media channels.	NULL
MEDIA_CHANNEL_GENRE_CD_1	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_2	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_3	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_4	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL

Column Name	Data Type	Description	NULL Option
MEDIA_CHANNEL_GENRE_CD_5	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GROUP_CD	VARCHAR2(10)	Contains the business code for the media group such as Star group to which the channel belongs.	NULL
MEDIA_CHANNEL_HD_IND	CHAR(1)	Indicates whether the channel is available as HD (high definition).	NULL
MEDIA_CHANNEL_ID	VARCHAR2(32)	Contains the business identifier for the media channel.	NOT NULL
MEDIA_CHANNEL_ORG_TYPE_CD	VARCHAR2(10)	Contains the type of the organization that owns the channel.	NULL
PROD_ID	VARCHAR(32)	Is a unique identifier for a marketable entity that can be a flexible combination of hardware and services.	NOT NULL
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains the code for a service category, such as messaging services.	NULL
SERVICE_DELIVERY_TECH_CD	VARCHAR(10)	Contains the code for the communication technology or protocol (for example, WAP, GPRS, or WAP over GPRS) over which the service is delivered.	NULL
SERVICE_ID	VARCHAR(32)	Contains the unique identifier for an entity that describes the logical functionality that is provided as a part of product.	NOT NULL
SUBSCRIP_ACTIVATION_DT	DATE	Contains the date on which subscription is activated in the billing system.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL
TIME_BAND_CD	VARCHAR(10)	Contains the code for the time band.	NULL

Column Name	Data Type	Description	NULL Option
USG_REVENUE_AMT	NUMBER(15,3)	Contains the revenue that is generated by the IPTV usage.	NULL
VOL_OF_DATA	NUMERIC(10)	Is the volume of data exchanged in a certain period through data sessions. These sessions are formed for a product that belongs to a subscription. The unit of measurement for duration or volume is decided during implementation.	NULL

Table 10.12 CSCOM_IPTV_USAGE_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains the unique identifier for a customer. This column helps you access and analyze important information about a customer.	NOT NULL
DUR_IPTV_USAGE	NUMERIC(8)	Contains the duration for which the channel was watched by the subscription.	NULL
MEDIA_CHANNEL_CATEGORY_CD	VARCHAR2(10)	Contains the business code such as news and movies for categorizing the media channels.	NULL
MEDIA_CHANNEL_GENRE_CD_1	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_2	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_3	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL

Column Name	Data Type	Description	NULL Option
MEDIA_CHANNEL_GENRE_CD_4	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_5	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GROUP_CD	VARCHAR2(10)	Contains the business code for the media group such as Star group to which the channel belongs.	NULL
MEDIA_CHANNEL_HD_IND	CHAR(1)	Indicates whether the channel is available as HD (high definition).	NULL
MEDIA_CHANNEL_ID	VARCHAR2(32)	Contains the business identifier for the media channel.	NOT NULL
MEDIA_CHANNEL_ORG_TYPE_CD	VARCHAR2(10)	Contains the type of the organization that owns the channel.	NULL
PROD_ID	VARCHAR(32)	Is a unique identifier for a marketable entity that can be a flexible combination of hardware and services.	NOT NULL
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains the code for a service category, such as messaging services.	NULL
SERVICE_DELIVERY_TECH_CD	VARCHAR(10)	Contains the code for the communication technology or protocol (for example, WAP, GPRS, or WAP over GPRS) over which the service is delivered.	NULL
SERVICE_ID	VARCHAR(32)	Contains the unique identifier for an entity that describes the logical functionality that is provided as a part of product.	NOT NULL
SUBSCRIP_ACTIVATION_DT	DATE	Contains the date on which subscription is activated in the billing system.	NOT NULL

Column Name	Data Type	Description	NULL Option
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL
TIME_BAND_CD	VARCHAR(10)	Contains the code for the time band.	NULL
USAGE_DT	DATE	Contains the date according to the Calendar or Time dimension.	NOT NULL
USG_REVENUE_AMT	NUMBER(15,3)	Contains the revenue that is generated by the IPTV usage.	NULL
VOL_OF_DATA	NUMERIC(10)	Is the volume of data exchanged in a certain period through data sessions. These sessions are formed for a product that belongs to a subscription. The unit of measurement for duration or volume is decided during implementation.	NULL

Table 10.13 CSCOM_PAYMENT_IM Table Title

Column Name	Data Type	Description	NULL Option
CUST_ACCT_ID	VARCHAR(32)	Contains the unique identifier for the payment account of a customer through which a customer makes a payment to the CSP.	NOT NULL
CUST_ID	VARCHAR(32)	Contains the unique identifier that is assigned to a customer.	NOT NULL
PYMNT_AMT	NUMERIC(15,3)	Contains the payment amount.	NULL
PYMNT_DT	DATE	Contains the date of the payment transaction	NULL
PYMNT_ID	VARCHAR(32)	Contains a unique identifier for the payment. This ID helps you analyze information about payments and billing.	NOT NULL
PYMNT_METHOD_CD	VARCHAR(10)	Contains the code for method of payment	NULL

Column Name	Data Type	Description	NULL Option
PYMNT_STATUS_CD	VARCHAR(10)	Contains the code for the status of a payment transaction. The supplied values are failed, succeeded, or canceled.	NULL

Table 10.14 CSCOM_PROGRAM_VIEWERSHIP_IM

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains the unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
DAY_IN_WEEK_NM	VARCHAR(40)	Contains the days of week.	NULL
DAY_TYPE	VARCHAR(32)	Identifies whether the day is a weekday or weekend.	NULL
DURATION_WATCHED_IN_MINUTE	NUMERIC(15,3)	Contains the total duration (in minutes) that is watched by the subscription.	NULL
IND_CUST_GENDER_CD	VARCHAR(10)	Contains the gender of the customer.	NULL
IND_CUST_EDUCATION_LEVEL_CD	VARCHAR(10)	Contains the code for the educational level of a customer.	NULL
IND_CUST_ETHNICITY_CD	VARCHAR(10)	Contains the code for the ethnicity of a customer.	NULL
IND_CUST_INCOME_RANGE_CD	VARCHAR(10)	Contains the code for the income range of the customer.	NULL
IND_CUST_MARITAL_STATUS_CD	VARCHAR(10)	Contains the code for the marital status of the customer.	NULL

Column Name	Data Type	Description	NULL Option
IND_CUST_SEGMENT_ TYPE_CD	VARCHAR(10)	Contains the code for the segmentation scheme. For example, the following schemes can be defined: Demographic: age, social class, marital status, number of children. Socio-economic: occupation, income, assets. Geographic: location. General behavioral: shopping, leisure.	NULL
IND_HHOLD_ID	VARCHAR(32)	Contains the unique identifier for the household.	NOT NULL
MEDIA_CHANNEL_ CATEGORY_CD	VARCHAR(10)	Contains the business code such as news and movies for categorizing the media channels.	NULL
MEDIA_CHANNEL_ GENRE_CD_1	VARCHAR(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_ GENRE_CD_2	VARCHAR(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_ GENRE_CD_3	VARCHAR(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_ GENRE_CD_4	VARCHAR(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_ GENRE_CD_5	VARCHAR(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL

Column Name	Data Type	Description	NULL Option
MEDIA_CHANNEL_GROUP_CD	VARCHAR(10)	Contains the group such as Star group that is assigned to a media channel.	NULL
MEDIA_CHANNEL_HD_IND	CHAR(1)	Indicates whether the channel is available as HD (high definition).	NULL
MEDIA_CHANNEL_ID	VARCHAR(32)	Contains the business identifier for the media channel.	NOT NULL
MEDIA_CHANNEL_ORG_TYPE_CD	VARCHAR(10)	Contains the type of the organization that owns the channel.	NULL
MEDIA_CHANNEL_OWN_ORG_ID	VARCHAR(32)	Contains the unique identifier for the organization that owns the channel.	NOT NULL
NO_BREAK_PROGRAMME_IND	NUMERIC(1)	Indicates that there are no advertisements between the program.	NULL
PRIME_NON_PRIME_SLAB	VARCHAR(32)	Identifies whether the telecast item was showcased during prime time or non-prime time.	NULL
PROGRAM_CATEGORY_CD	VARCHAR(32)	Contains the code that is assigned to the program category.	NULL
PROGRAM_DURATION_IN_MINUTE	NUMERIC(15,3)	Contains the duration of the program in minutes.	NULL
PROGRAM_GENRE_CD_1	VARCHAR(32)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
PROGRAM_GENRE_CD_2	VARCHAR(32)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
PROGRAM_GENRE_CD_3	VARCHAR(32)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL

Column Name	Data Type	Description	NULL Option
PROGRAM_GENRE_CD_4	VARCHAR(32)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
PROGRAM_GENRE_CD_5	VARCHAR(32)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
PROGRAM_PRMRY_TGT_CD	VARCHAR(32)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
PROGRAM_TGT_CD_1	CHAR(32)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
PROGRAM_TGT_CD_2	VARCHAR(32)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
PROGRAM_TGT_CD_3	VARCHAR(32)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
PROGRAM_TGT_CD_4	VARCHAR(32)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
PROGRAM_TGT_CD_5	VARCHAR(32)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
PROGRAMME_START_DTTM	TIMESTAMP(0)	Contains the start time of the program.	NOT NULL
SUBSCRIP_ACTIVATION_DT	DATE	Contains the date on which subscription is activated in the billing system.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains the unique identifier for a subscriber.	NOT NULL
TELECAST_DT	DATE	Contains the date according to the Calendar or Time dimension.	NOT NULL

Column Name	Data Type	Description	NULL Option
TELECAST_PROGRAM_ID	VARCHAR(32)	Contains the business identifier for the telecast item.	NOT NULL
TIME_OF_DAY	VARCHAR(32)	Identifies the time of day when the telecast item was showcased. For example, times of day can be early morning, morning, afternoon, evening, night, and late night.	NOT NULL

Table 10.15 CSCOM_SERVICE_ACTIVITY_IM Table

Column Name	Data Type	Description	Null Option
ACTIVITY_STATUS_DT	DATE	Contains the date on which the status of an activity changed to its current value.	NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
PROD_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains a code for an access category. These codes are based on the method that is used for accessing services. The supplied values can be wireline or wireless	NULL
PROD_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL

Column Name	Data Type	Description	Null Option
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains a code that categorizes a service. Example of a service category includes messaging service.	NULL
SERVICE_DELIVERY_TECH_CD	VARCHAR(10)	Contains the code for communication technology or a protocol over which the service is delivered. The supplied values can be WAP, GPRS, and WAP over GPRS.	NULL
SERVICE_FIRST_ACTIVATION_DT	DATE	Contains the date on which a service is activated for the first time for a subscription or a customer.	NULL
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL
SERVICE_STATUS_CD	VARCHAR(10)	Contains the code for status of a service that is activated by a subscription or a customer.	NULL
SERVICE_STATUS_CHNG_RSN_CD	VARCHAR(10)	Contains the code for reason of change of service status to its current value.	NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL

Table 10.16 CSCOM_SUBSCRIP_BILL_NONUSAGE_IM Table

Column Name	Data Type	Description	NULL Option
BILL_DT	DATE	Contains the date on which the bill is generated.	NULL
BILL_ID	VARCHAR(32)	Contains a unique identifier for a bill.	NOT NULL
BILL_NON_USG_AMT	NUMERIC(15,3)	ontains the total non-usage charges against a product in a single bill.	NULL
BILL_NON_USG_DISCOUNT_AMT	NUMERIC(15,3)	Contains the discount amount applicable for non-usage charges.	NULL

Column Name	Data Type	Description	NULL Option
CHRG_TYPE_CD	VARCHAR(10)	Contains the code for type of charges. Examples include one-time installation, recurring, and rental.	NULL
CUST_ACCT_ID	VARCHAR(32)	Contains a unique identifier for a customer's account.	NOT NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
OFFER_ID	VARCHAR(32)	Contains the business identifier for an entity that stores the final marketable combinations of all tariffs that can be owned by a customer.	NOT NULL
PROD_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains a code for an access category. These codes are based on the method that is used for accessing services. The supplied values can be wireline or wireless .	NULL
PROD_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains a code that categorizes a service. Example of a service category includes messaging service.	NULL

Column Name	Data Type	Description	NULL Option
SERVICE_DELIVERY_Tech_CD	VARCHAR(10)	Contains a code for a communication technology or a protocol over which a service is delivered. Examples include WAP, GPRS, and WAP over GPRS.	NULL
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL

Table 10.17 CSCOM_SUBSCRIP_BUCKET_USAGE_IM Table

Column Name	Data Type	Description	NULL Option
BALANCE_VAL_UOM	VARCHAR(10)	Contains a unit of measurement for balance and decrement. Examples include currency or number of SMS.	NULL
CLOSING_BALANCE_VAL	NUMERIC(15,3)	Contains the closing balance value. The unit of measurement for balance and decrement should be the same.	NULL
CSP_USG_BUCKET_CD	VARCHAR(10)	Contains the code for usage buckets as defined by the communications service provider.	NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
DECREMENT_VAL	NUMERIC(15,3)	Contains a decremented value at the end of a preconfigured period. The unit of measurement for balance and decrement should be the same.	NULL
SNAPSHOT_DT	DATE	Specifies the calendar date for date of snapshot.	NULL

Column Name	Data Type	Description	NULL Option
SUBSCR_P_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL
VALIDITY_EXP_DT	DATE	Contains the end date of the validity period of balance for a given bucket.	NULL

Table 10.18 CSCOM_SUBSCR_P_COMPLAINT_IM Table

Column Name	Data Type	Description	NULL Option
COMPLAINT_STATUS_CD	VARCHAR(32)	Contains the code that is assigned to the complaint status.	NULL
COMPLAINT_TYPE_CD	VARCHAR(10)	Contains the code for the type of complaint that a customer has lodged at subscription level.	NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
INTERACTION_CATEGORY_CD	VARCHAR(10)	Contains the code that is assigned by the business for the category of interactions.	NULL
INTERACTION_COMM_MEDIUM_CD	VARCHAR(10)	Contains the code for the communication medium that is used for customer interaction.	NULL
INTERACTION_DT	DATE	Contains the date on which a customer lodged a complaint for a subscription.	NULL
INTERACTION_ID	VARCHAR(32)	Contains a unique identifier for an interaction.	NOT NULL
SUBSCR_P_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL

Table 10.19 CSCOM_SUBSCRIP_INQUIRY_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
INQUIRY_STATUS_CD	VARCHAR(10)	Contains the code for the status of customer inquiry.	NULL
INTERACTION_TYPE_CD	VARCHAR(10)	Contains the code for the type of customer inquiry.	NULL
INTERACTION_CATEGORY_CD	VARCHAR(10)	Contains the code that is assigned by the business for the category of interactions.	NULL
INTERACTION_COMM_MEDIUM_CD	VARCHAR(10)	Contains the code for the communication medium that is used for the customer inquiry.	NULL
INTERACTION_DT	DATE	Contains the date on which a certain inquiry was made.	NULL
INTERACTION_ID	NUMERIC(6)	Contains the date on which a customer made an inquiry.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL

Table 10.20 CSCOM_SUBSCRIP_LOYALTY_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
LOYALTY_BONUS_POINTS	NUMERIC(6)	Contains the number of bonus points that are credited in a customer's account for a particular subscription.	NULL
LOYALTY_POINTS	NUMERIC(6)	Contains the number of loyalty points that are earned by a customer for a particular subscription.	NULL

Column Name	Data Type	Description	NULL Option
LOYALTY_SCHEME_ID	VARCHAR(32)	Contains a unique identifier for a loyalty scheme that is defined at subscription level.	NOT NULL
LOYALTY_TRANSACTION_DT	DATE	Contains the date and time when a certain loyalty transaction was processed.	NULL
LOYALTY_TRANSACTION_TYPE_CD	VARCHAR(10)	Contains the code for the type of transaction on the loyalty account. Examples of transaction types include, credit of loyalty points, credit of bonus points, and redemption of loyalty points.	NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL

Table 10.21 CSCOM_SUBSCRIP_TLCSTITM_ORDR_IM Table

Column Name	Data Type	Description	NULL Option
COST_AMT	NUMBER(15,3)	Contains the amount for the telecast item.	NULL
CUST_ID	VARCHAR(32)	Contains the unique identifier for a customer. This column helps you access and analyze important information about a customer.	NOT NULL
IS_LIVE_NUM_IND	NUMBER(1)	Indicates whether the event that has been telecasted is a live event.	NULL
IS_PPV_NUM_IND	NUMBER(1)	Indicates whether the subscriber has placed an order for pay-per-view.	NULL
IS_VOD_NUM_IND	NUMBER(1)	Indicates whether the subscriber has placed an order for video-on-demand.	NULL
MEDIA_CHANNEL_CATEGORY_CD	VARCHAR2(10)	Contains the business code such as news and movies for categorizing the media channels.	NULL

Column Name	Data Type	Description	NULL Option
MEDIA_CHANNEL_GENRE_CD_1	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_2	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_3	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_4	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_5	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GROUP_CD	VARCHAR2(10)	Contains the business code for the media group such as Star group to which the channel belongs.	NULL
MEDIA_CHANNEL_HD_IND	CHAR(1)	Indicates whether the channel is available as HD (high definition).	NULL
ORDER_COMM_MEDIUM_CD	VARCHAR2(10)	Contains the communication medium such as interactive TV, SMS, and call through which order for telecast item was placed.	NULL
PAY_SETTLEMENT_CD	VARCHAR2(10)	Contains the code for the method of settlement of the payment. For example, the payment can be settled by methods such as settle on bill, deduct from prepaid amount , and pay on spot.	NULL

Column Name	Data Type	Description	NULL Option
PYMNT_METHOD_CD	VARCHAR(10)	Contains the code for the payment method.	NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL
TELECAST_ITEM_CATEGORY_CD	VARCHAR2(10)	Contains the code for categorizing the telecast Item according to the business. For example, the telecast item can be categorized as drama, movie, sports, and so on.	NULL
TELECAST_ITEM_GENRE_CD_1	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_GENRE_CD_2	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_GENRE_CD_3	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_GENRE_CD_4	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_GENRE_CD_5	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_HD_IND	CHAR(1)	Indicates whether the telecast item is available in high definition.	NULL
TELECAST_ITEM_ID	VARCHAR2(32)	Contains the business identifier for the telecast item.	NOT NULL
TELECAST_ITEM_PRMRY_TGT_CD	VARCHAR2(10)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL

Column Name	Data Type	Description	NULL Option
TELECAST_ITEM_TGT_CD_1	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TELECAST_ITEM_TGT_CD_2	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TELECAST_ITEM_TGT_CD_3	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TELECAST_ITEM_TGT_CD_4	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TELECAST_ITEM_TGT_CD_5	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TLCST_ITM_ORDER_DT	DATE	Contains the date according to the Calendar or Time dimension.	NOT NULL

Table 10.22 CSCOM_SUBSCRIP_TLCSTITM_SBST_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ACQUIRING_COMM_MEDIUM_CD	VARCHAR(10)	Contains the code for the communication medium through which the customer was acquired.	NULL
CUST_CREDIT_CLASS_CD	VARCHAR(10)	Contains the code for the credit class that is associated with the customer.	NULL
CUST_FIRST_BECAME_DT	DATE	Contains the date on which a customer entered an agreement with CSP for the first time.	NOT NULL
CUST_ID	VARCHAR(32)	Contains the unique identifier for a customer. This column helps you access and analyze important information about a customer.	NOT NULL

Column Name	Data Type	Description	NULL Option
CUST_LIFE_CYCLE_CD	VARCHAR(10)	Contains the code for the stage of the customer's life cycle with the CSP.	NULL
CUST_STATUS_CD	VARCHAR(10)	Contains the code for the status of a customer. For example, the supplied values can be Active or Suspended.	NULL
CUST_TYPE_CD	VARCHAR(10)	Contains the code for a type of customer. For example, supplied values can be Individual, Small or Medium enterprise, and Corporate.	NULL
IND_CUST_ETHNICITY_CD	VARCHAR(10)	Contains the code for the ethnicity of a customer.	NULL
IND_CUST_GENDER_CD	VARCHAR(10)	Contains the gender of the customer.	NULL
IND_CUST_INCOME_RANGE_CD	VARCHAR(10)	Contains the code for the income range of the customer.	NULL
IND_CUST_MARITAL_STATUS_CD	VARCHAR(10)	Contains the code for the marital status of the customer.	NULL
IND_CUST_SEGMENT_TYPE_CD	VARCHAR(10)	Contains the code for the segmentation scheme.	NULL
IND_CUST_STD_OCCUPATION_CD	VARCHAR(10)	Contains the code for the occupation of the customer.	NULL
IS_LIVE_NUM_IND	NUMBER(1)	Indicates whether the event that has been telecasted is a live event.	NULL
IS_PPV_NUM_IND	NUMBER(1)	Indicates whether the subscriber has placed an order for pay-per-view.	NULL
IS_VOD_NUM_IND	NUMBER(1)	Indicates whether the subscriber has placed an order for video-on-demand.	NULL
MEDIA_CHANNEL_CATEGORY_CD	VARCHAR2(10)	Contains the business code such as news and movies for categorizing the media channels.	NULL

Column Name	Data Type	Description	NULL Option
MEDIA_CHANNEL_GENRE_CD_1	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_2	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_3	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_4	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GENRE_CD_5	VARCHAR2(10)	Contains the code for the key genre (for example, sports, news, family entertainment, and so on) of the content that is available from the media channel.	NULL
MEDIA_CHANNEL_GROUP_CD	VARCHAR2(10)	Contains the business code for the media group such as Star group to which the channel belongs.	NULL
MEDIA_CHANNEL_HD_IND	CHAR(1)	Indicates whether the channel is available as HD (high definition).	NULL
MEDIA_CHANNEL_NUM_LANG	NUMBER(10)	Contains the number of languages in which channel is available.	NULL
MEDIA_CHANNEL_ORG_TYPE_CD	VARCHAR2(10)	Contains the type of the organization that owns the channel.	NULL
MNP_ACTIVITY_TYPE_CD	VARCHAR(10)	Contains the code for the activity type of mobile number portability (MNP). The activity type can be donor-led or recipient-led.	NOT NULL

Column Name	Data Type	Description	NULL Option
MNP_NETWORK_OPERATOR_ID	VARCHAR(32)	Contains the ID of CSP with whom the subscriber wants to implement mobile number portability.	NULL
ORDER_COMM_MEDIUM_CD	VARCHAR2(10)	Contains the communication medium such as interactive TV, SMS, and call through which order for telecast item was placed.	NULL
PAY_SETTLEMENT_CD	VARCHAR2(10)	Contains the code for the method of settlement of the payment. For example, the payment can be settled by methods such as settle on bill, deduct from prepaid amount , and pay on spot.	NULL
PRMRY_LANG_CD	VARCHAR2(5)	Contains the primary language of the telecast item.	NULL
PYMNT_METHOD_CD	VARCHAR(10)	Contains the code for the payment method.	NULL
SUBSCRP_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains the code for access category (for example, wireline or wireless) that is based on method of accessing services.	NULL
SUBSCRP_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for access category (for example, wireline or wireless) that is based on method of accessing services.	NULL
SUBSCRP_ACTIVATION_DT	DATE	Contains the date on which subscription is activated in the billing system.	NOT NULL
SUBSCRP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL
SUBSCRP_STATUS_CD	VARCHAR(10)	Contains the code for the status (for example, Active or Suspended) of a subscription.	NULL
SUBTITLE_LANG_CD	VARCHAR2(10)	Contains the subtitle that is selected for the telecast item.	NULL

Column Name	Data Type	Description	NULL Option
TELECAST_ITEM_CATEGORY_CD	VARCHAR2(10)	Contains the code for categorizing the telecast Item according to the business. For example, the telecast item can be categorized as drama, movie, sports, and so on.	NULL
TELECAST_ITEM_DUR	NUMBER(15,3)	Contains the duration of the telecast item.	NULL
TELECAST_ITEM_GENRE_CD_1	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_GENRE_CD_2	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_GENRE_CD_3	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_GENRE_CD_4	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_GENRE_CD_5	VARCHAR2(10)	Contains the code that is assigned to the genre (for example, action, suspense, and comedy) of the telecast item.	NULL
TELECAST_ITEM_HD_IND	CHAR(1)	Indicates whether the telecast item is available in high definition.	NULL
TELECAST_ITEM_ID	VARCHAR2(32)	Contains the business identifier for the telecast item.	NOT NULL
TELECAST_ITEM_PRMRY_TGT_CD	VARCHAR2(10)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL

Column Name	Data Type	Description	NULL Option
TELECAST_ITEM_TGT_CD_1	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TELECAST_ITEM_TGT_CD_2	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TELECAST_ITEM_TGT_CD_3	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TELECAST_ITEM_TGT_CD_4	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TELECAST_ITEM_TGT_CD_5	CHAR(18)	Contains the code for the target audience such as male, teens, and senior citizens of the telecast item.	NULL
TLCST_ITM_ORDER_DT	DATE	Contains the date according to the Calendar or Time dimension.	NOT NULL
UOM_CD	VARCHAR(10)	Contains the unit of measurement for attribute values of the associated dimension.	NULL
VALID_END_DTTM	NUMERIC(8)	Contains the date and time that indicates the end date of the validity period. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges.	NOT NULL
VALID_END_DTTM2	NUMERIC(8)	Contains the date and time that indicates the end date of the validity period. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM2 and VALID_END_DTTM2 date and time ranges.	NOT NULL

Column Name	Data Type	Description	NULL Option
VALID_START_DTTM	NUMERIC(8)	Contains the date and time that indicates the start date of the validity period. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM and VALID_END_DTTM date and time ranges.	NOT NULL
VALID_START_DTTM2	NUMERIC(8)	Contains the date and time that indicates the start date of the validity period. For a certain identifier, versions of its rows are distinguished by different non-overlapping VALID_START_DTTM2 and VALID_END_DTTM2 date and time ranges.	NOT NULL

Table 10.23 CSCOM_USAGE_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
DURATION_OF_EVENT	NUMERIC(10)	Contains the total duration of calls.	NULL
EVENT_DIRECTION_CD	VARCHAR(10)	Contains the code for a direction of an event type for which a rate is defined. Examples of direction include incoming or outgoing.	NULL
EVENT_DSTN_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains the code for the underlying technology such as wireline and wireless for which the event type terminates.	NULL
EVENT_TYPE_ID	VARCHAR(32)	Contains a unique identifier for an entity, which describes the transaction on which rating is performed.	NOT NULL

Column Name	Data Type	Description	NULL Option
NETWORK_OPERATOR_ID	VARCHAR(32)	Contains a unique identifier for an operator in whose network an event terminates. Examples of network operators include AT&T or Verizon.	NOT NULL
NETWORK_TYPE_CD	VARCHAR(10)	Contains a code for a network type in order to indicate whether an event occurred in the communications service provider's network or outside it. Examples include on-net or off-net.	NULL
NUM_OF_EVENT	NUMERIC(10)	Contains the number of calls.	NULL
PROD_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains a code that categorizes a service. Example of a service category includes messaging service.	NULL
SERVICE_DELIVERY_TECH_CD	VARCHAR(10)	Contains a code for a communication technology or a protocol over which a service is delivered. The supplied values can be WAP, GPRS, and WAP over GPRS.	NULL
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL

Column Name	Data Type	Description	NULL Option
SUBSCRIP_ACTIVATION_DT	DATE	Contains the date on which a subscription is activated in the billing system.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL
TIME_BAND_CD	VARCHAR(10)	Contains a code for a time band.	NULL
USG_DT	DATE	Contains the date on which a certain usage transaction is initiated for a prepaid account.	NULL
USG_REVENUE_AMT	NUMERIC(15,3)	Contains the revenue generated by the messaging usage for a product that belongs to a subscription.	NULL
VOL_OF_EVENT	NUMERIC(10)	Contains the volume of messages that are exchanged for a product that belongs to a subscription.	NULL

Table 10.24 CSCOM_USAGE_MONTHLY_SUMMARY_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
DURATION_OF_EVENT	NUMERIC(10)	Contains the duration of voice calls that originate from or terminate on a mobile or a fixed line for a product, which belongs to a subscription. Note: The unit of measurement for duration or volume is decided during implementation.	NULL
EVENT_DIRECTION_CD	VARCHAR(10)	Contains the code for a direction of an event type for which a rate is defined. Examples of call direction include incoming or outgoing.	NULL

Column Name	Data Type	Description	NULL Option
EVENT_DSTN_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains the code for underlying technology such as wireline or wireless where the event type terminates.	NULL
EVENT_TYPE_ID	VARCHAR(32)	Contains a unique identifier for an entity, which describes the transaction on which rating is performed.	NOT NULL
LST_USG_DT	DATE	Contains the date on which a certain usage transaction is initiated for a postpaid account.	NULL
MONTH_END_DT	DATE	Contains the date of the last day of the month.	NULL
NETWORK_OPERATOR_ID	VARCHAR(32)	Contains a unique identifier for an operator in whose network an event terminates. Examples of network operators include AT & T or Verizon.	NOT NULL
NETWORK_TYPE_CD	VARCHAR(10)	Contains a code for a network type in order to indicate whether an event occurred in the communications service provider's network or outside it. Examples include onnet or offnet.	NULL
NUM_OF_EVENT	NUMERIC(10)	Indicates the number of voice calls of a mobile or a fixed line for a product that belongs to a subscription. This column contains monthly aggregated data.	NULL
NUM_OF_FAILED_EVENT	NUMERIC(10)	Contains the number of failed calls or messages.	NULL
PROD_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains a code for an access category. These codes are based on the method that is used for accessing services. The supplied values can be wireline or wireless.	NULL

Column Name	Data Type	Description	NULL Option
PROD_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains a code that categorizes a service. Example of a service category includes messaging service.	NULL
SERVICE_DELIVERY_TECH_CD	VARCHAR(10)	Contains a code for a communication technology or a protocol over which a service is delivered. The supplied values can be WAP, GPRS, and WAP over GPRS.	NULL
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL
SUBSCRIP_ACTIVATION_DT	DATE	Contains the date on which a subscription is activated in the billing system.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL
TIME_BAND_CD	VARCHAR(10)	Contains a code for a time band.	NULL
USG_REVENUE_AMT	NUMERIC(15,3)	Contains the revenue generated by the messaging usage for a product that belongs to a subscription.	NULL

Column Name	Data Type	Description	NULL Option
VOL_OF_EVENT	NUMERIC(10)	Contains the volume of messages that are exchanged for a product that belongs to a subscription. This column contains monthly aggregated data. Note: The unit of measurement for duration and volume is decided during implementation.	NULL

Table 10.25 CSCOM_USAGE_RECHARGE_IM Table

Column Name	Data Type	Description	NULL Option
CHANNEL_TYPE_CD	VARCHAR(10)	Contains the code for the type of channel.	NULL
CSP_USG_BUCKET_CD	VARCHAR(10)	Contains the code for usage buckets.	NULL
CUST_ACCT_ID	VARCHAR(32)	Contains a unique identifier for a customer's account.	NOT NULL
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
OFFER_TYPE_CD	VARCHAR(10)	Contains the code for the offer type (for example, base offer or add-on).	NULL
PREPAID_VALID_USG_CHRG_VAL	NUMERIC(10)	Contains the total amount available for usage.	NULL
PYMNT_DT	DATE	Contains the date of payment transaction.	NULL
PYMNT_ID	VARCHAR(32)	Contains a unique identifier for the payment. This identifier helps you analyze information about payments and billing.	NOT NULL
PYMNT_METHOD_CD	VARCHAR(10)	Contains the code for method of payment.	NULL
RECHARGE_VOUCHER_TYPE_CD	VARCHAR(10)	Contains the code for type of recharge voucher. Example includes validity recharge.	NULL

Column Name	Data Type	Description	NULL Option
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL

Table 10.26 CSCOM_USAGE_WEEKLY_SUMMARY_IM Table

Column Name	Data Type	Description	NULL Option
CUST_ID	VARCHAR(32)	Contains a unique identifier for a customer. This identifier helps you access and analyze important information about a customer.	NOT NULL
DURATION_OF_EVENT	NUMERIC(10)	Contains the duration of voice calls that originate from or terminate on a mobile or a fixed line for a product, which belongs to a subscription. Note: The unit of measurement for duration or volume is decided during implementation.	NULL
EVENT_DIRECTION_CD	VARCHAR(10)	Contains the code for a direction of an event type for which a rate is defined. Examples of call direction include incoming or outgoing.	NULL
EVENT_DSTN_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains the code for underlying technology such as wireline or wireless where the event type terminates.	NULL
EVENT_TYPE_ID	VARCHAR(32)	Contains a unique identifier for an entity, which describes the transaction on which rating is performed.	NOT NULL
LST_USG_DT	DATE	Contains the date on which a certain usage transaction is initiated for a prepaid account.	NULL
NETWORK_OPERATOR_ID	VARCHAR(32)	Contains a unique identifier for an operator in whose network an event terminates. Examples of network operators include AT & T or Verizon.	NOT NULL

Column Name	Data Type	Description	NULL Option
NETWORK_TYPE_CD	VARCHAR(10)	Contains a code for a network type in order to indicate whether an event occurred in the communications service provider's network or outside it. Examples include on-net or off-net.	NULL
NUM_OF_DROPPED_EVENT	NUMERIC(10)	Contains the number of dropped calls.	NULL
NUM_OF_EVENT	NUMERIC(10)	Indicates the number of voice calls of a mobile or a fixed line for a product that belongs to a subscription. This column contains weekly aggregated data.	NULL
NUM_OF_FAILED_EVENT	NUMERIC(10)	Contains the number of failed calls.	NULL
PROD_ACCESS_CATEGORY_CD	VARCHAR(10)	Contains a code for an access category. These codes are based on the method that is used for accessing services. The supplied values can be wireline or wireless.	NULL
PROD_ACCESS_STANDARD_CD	VARCHAR(10)	Contains the code for an access standard that is based on the underlying communication technology. For wireline technology, the supplied values can be PSTN, DSL or ADSL, and broadband; for wireless technology, the supplied values can be GSM and CDMA.	NULL
PROD_ID	VARCHAR(32)	Contains a unique identifier for a marketable entity. This entity can have hardware, services, or combination of hardware and services.	NOT NULL
SERVICE_CATEGORY_CD	VARCHAR(10)	Contains a code that categorizes a service. Example of a service category includes messaging service.	NULL

Column Name	Data Type	Description	NULL Option
SERVICE_DELIVERY_ TECH_CD	VARCHAR(10)	Contains a code for a communication technology or a protocol over which a service is delivered. The supplied values can be WAP, GPRS, and WAP over GPRS.	NULL
SERVICE_ID	VARCHAR(32)	Contains a unique identifier for an entity. This entity describes the logical functionality that is provided as a part of a product.	NOT NULL
SUBSCRIP_ACTIVATION_ DT	DATE	Contains the date on which a subscription is activated in the billing system.	NOT NULL
SUBSCRIP_ID	VARCHAR(32)	Contains a unique identifier for a subscription.	NOT NULL
TIME_BAND_CD	VARCHAR(10)	Contains a code for a time band.	NULL
USG_REVENUE_AMT	NUMERIC(15,3)	Contains the revenue generated by the messaging usage for a product that belongs to a subscription.	NULL
VOL_OF_EVENT	NUMERIC(10)	Contains the volume of messages that are exchanged for a product that belongs to a subscription. This column contains weekly aggregated data. Note: The unit of measurement for duration and volume is decided during implementation.	NULL
WEEK_END_DT	DATE	Contains the date of the last day of a week.	NULL

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Data Mapping Between Base Tables and Foundation Data Mart Tables

Table 11.1 *PRE_PD_CUST_OFFER_SNPSHT_B Table*

Target Column Name	Source Table Name	Library Name	Source Column Name
AGRMNT_START_DT	CUST_AGRMNT_D	CFDDIM	AGRMNT_START_DT
AGRMNT_TERM_DT	CUST_AGRMNT_D	CFDDIM	AGRMNT_TERM_DT
AGRMNT_TYPE_CD	CUST_AGRMNT_D	CFDDIM	AGRMNT_TYPE_CD
CAMPAIGN_CD	CUST_AGRMNT_D	CFDDIM	CAMPAIGN_CD
CHANNEL_TYPE_CD	CHANNEL_D	CFDDIM	CHANNEL_TYPE_CD
CUST_ID	CUST_D	CFDDIM	CUST_ID
CUST_ID	PRE_PD_CUST_TMP	CFDMISC	CUST_ID
OFFER_BUNDLE_ID	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	OFFER_BUNDLE_ID
OFFER_CUST_TYPE_CD	OFFER_D	CFDDIM	OFFER_CUST_TYPE_CD
OFFER_ID	OFFER_BUNDLE_X_OFFER_BRIDGE	CFDFACT	OFFER_ID
OFFER_PYMNT_MODE_CD	OFFER_D	CFDDIM	OFFER_PYMNT_MODE_CD
OFFER_SEGMENT_CD	OFFER_D	CFDDIM	OFFER_SEGMENT_CD
OFFER_TYPE_CD	OFFER_D	CFDDIM	OFFER_TYPE_CD
SALES_CHANNEL_ID	CUST_AGRMNT_D	CFDDIM	SALES_CHANNEL_ID

Table 11.2 PRE_PD_CUST_SNPSHT_B Table

Target Column Name	Source Table Name	Library Name	Source Column Name
BASE_OFFER_CUST_TYPE_CD	OFFER_BUNDLE_D	CFDDIM	BASE_OFFER_CUST_TYPE_CD
BASE_OFFER_ID	OFFER_BUNDLE_D	CFDDIM	BASE_OFFER_ID
BASE_OFFER_PYMNT_MODE_CD	OFFER_BUNDLE_D	CFDDIM	BASE_OFFER_PYMNT_MODE_CD
BASE_OFFER_SEGMENT_CD	OFFER_BUNDLE_D	CFDDIM	BASE_OFFER_SEGMENT_CD
CURR_OFFER_BUNDLE_ID	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	OFFER_BUNDLE_ID
CUST_ID	CUST_D	CFDDIM	CUST_ID
CUST_ID	PRE_PD_CUST_TMP	CFDMISC	CUST_ID
NUM_OF_OFFERS	OFFER_BUNDLE_D	CFDDIM	NUM_OF_OFFERS
OFFER_BUNDLE_CHNG_CNT	CUST_D	CFDDIM	CUST_ID
OFFER_BUNDLE_CHNG_CNT	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	CUST_ID
OFFER_BUNDLE_CHNG_FLG	CUST_D	CFDDIM	CUST_ID
OFFER_BUNDLE_CHNG_FLG	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	CUST_ID
PREV_OFFER_BUNDLE_ID	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	OFFER_BUNDLE_ID
TOT_SUBSCRIP_ACTIVE_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_STATUS_CD
TOT_SUBSCRIP_ADDED_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_CREATION_DT
TOT_SUBSCRIP_DROPPED_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_END_DT
TOT_SUBSCRIP_VOLUN_DACTVN_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_STATUS_CD
TOT_SUBSCRIP_VOLUN_DACTVN_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_STATUS_CHNG_RSN_CD

Table 11.3 PRE_PD_SUBSCRIP_BUCKET_DRVD_B Table

Target Column Name	Source Table Name	Library Name	Source Column Name
CSP_USG_BUCKET_CD	CSP_USAGE_BUCKET_D	CFDDIM	CSP_USG_BUCKET_CD
CUST_ID	CUST_D	CFDDIM	CUST_ID
CUST_ID	PRE_PD_CUST_TMP	CFDMISC	CUST_ID
DUR_FRST_DECR_FRM_ACTVN	BILL_CYCLE_D	CFDDIM	PREV_BILL_CYCLE_END_DAY_NUM
DUR_FRST_DECR_FRM_ACTVN	CALENDAR_D	CFDDIM	CAL_DT
DUR_FRST_DECR_FRM_ACTVN	SETUP_PARAM	CFDMISC	PARAM_NM
DUR_FRST_DECR_FRM_ACTVN	SETUP_PARAM	CFDMISC	PARAM_NM
DUR_FRST_DECR_FRM_ACTVN	SUBSCRIP_BUCKET_USAGE_SNPSHT_F	CFDFACT	SNAPSHOT_DT_SK
DUR_FRST_DECR_FRM_ACTVN	SUBSCRIP_D	CFDDIM	SUBSCRIP_ACTIVATION_DT
DUR_FRST_RCHRG_FRM_ACTVN	BILL_CYCLE_D	CFDDIM	PREV_BILL_CYCLE_END_DAY_NUM
DUR_FRST_RCHRG_FRM_ACTVN	CALENDAR_D	CFDDIM	CAL_DT
DUR_FRST_RCHRG_FRM_ACTVN	SETUP_PARAM	CFDMISC	PARAM_NM
DUR_FRST_RCHRG_FRM_ACTVN	SETUP_PARAM	CFDMISC	PARAM_NM
DUR_FRST_RCHRG_FRM_ACTVN	SUBSCRIP_D	CFDDIM	SUBSCRIP_ACTIVATION_DT
DUR_LST_RCHRG_FRST_DECR	PREPAID_NON_USAGE_CHARGE_F	CFDFACT	PYMNT_DT_SK
DUR_LST_RCHRG_FRST_DECR	PREPAID_USAGE_CHARGE_F	CFDFACT	PYMNT_DT_SK
DUR_LST_RCHRG_FRST_DECR	SUBSCRIP_BUCKET_USAGE_SNPSHT_F	CFDFACT	SNAPSHOT_DT_SK
SUBSCRIP_ACTIVATION_DT	SUBSCRIP_D	CFDDIM	SUBSCRIP_ACTIVATION_DT
SUBSCRIP_ID	SUBSCRIP_D	CFDDIM	SUBSCRIP_ID

Table 11.4 PRE_PD_SUBSCRIP_USAGE_DRVD_B Table

Target Column Name	Source Table Name	Library Name	Source Column Name
CUST_ID	CUST_D	CFDDIM	CUST_ID
CUST_ID	PRE_PD_CUST_TMP	CFDMISC	CUST_ID
DUR_FRST_USG_FRM_ ACTVN	BILL_CYCLE_D	CFDDIM	PREV_BILL_CYCLE_ END_DAY_NUM
DUR_FRST_USG_FRM_ ACTVN	CALENDAR_D	CFDDIM	CAL_DT
DUR_FRST_USG_FRM_ ACTVN	SETUP_PARAM	CFDMISC	PARAM_NM
DUR_FRST_USG_FRM_ ACTVN	SETUP_PARAM	CFDMISC	PARAM_NM
DUR_FRST_USG_FRM_ ACTVN	SUBSCRIP_D	CFDDIM	SUBSCRIP_ ACTIVATION_DT
DUR_FRST_USG_FRM_ ACTVN	USAGE_SUMMARY_F	CFDFACT	USG_DT_SK
DUR_LST_RCHRG_ FRST_USG	PREPAID_NON_USAGE_ CHARGE_F	CFDFACT	PYMNT_DT_SK
DUR_LST_RCHRG_ FRST_USG	PREPAID_USAGE_ CHARGE_F	CFDFACT	PYMNT_DT_SK
DUR_LST_RCHRG_ FRST_USG	USAGE_SUMMARY_F	CFDFACT	USG_DT_SK
EVENT_DIRECTION_CD	EVENT_TYPE_D	CFDDIM	EVENT_DIRECTION_CD
PROD_ACCESS_ CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_ CATEGORY_CD
PROD_ACCESS_ STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_ STANDARD_CD
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
SERVICE_CATEGORY_ CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_ CD
SERVICE_DELIVERY_ TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_ TECH_CD
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
SUBSCRIP_ACTIVATION_ DT	SUBSCRIP_D	CFDDIM	SUBSCRIP_ ACTIVATION_DT
SUBSCRIP_ID	SUBSCRIP_D	CFDDIM	SUBSCRIP_ID

Table 11.5 PST_PD_CUST_ACCT_SNPSHT_B Table

Target Column Name	Source Table Name	Library Name	Source Column Name
BILL_CYCLE_CD	CUST_X_BILL_CYCLE_BRIDGE	CFDFACT	BILL_CYCLE_CD
BILL_CYCLE_CD	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	BILL_CYCLE_CD
BILL_CYCLE_DT	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	BILL_CYCLE_DT
CUST_ACCT_CREATION_DT	CUST_ACCT_D	CFDDIM	CUST_ACCT_CREATION_DT
CUST_ACCT_CREDIT_CLASS_CD	CUST_ACCT_D	CFDDIM	CUST_ACCT_CREDIT_CLASS_CD
CUST_ACCT_ID	CUST_ACCT_D	CFDDIM	CUST_ACCT_ID
CUST_ACCT_STATUS_CD	CUST_ACCT_D	CFDDIM	CUST_ACCT_STATUS_CD
CUST_ID	CUST_X_BILL_CYCLE_BRIDGE	CFDFACT	CUST_ID
CUST_ID	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	CUST_ID
OVERDUE_IND	CUST_ACCT_BALANCE_SNPSHT_F	CFDFACT	OVERDUE_IND
SNAPSHOT_DT	BILL_CYCLE_D	CFDDIM	PREV_BILL_CYCLE_END_DAY_NUM
SNAPSHOT_DT	CALENDAR_D	CFDDIM	CAL_DT
SNAPSHOT_DT	SETUP_PARAM	CFDMISC	PARAM_NM
SNAPSHOT_DT	SETUP_PARAM	CFDMISC	PARAM_NM
TOT_BOUNCED_PYMNT_AMT	PAYMENT_F	CFDFACT	PYMNT_AMT
TOT_BOUNCED_PYMNT_AMT	PAYMENT_F	CFDFACT	PYMNT_STATUS_CD
TOT_BOUNCED_PYMNT_CNT	PAYMENT_F	CFDFACT	PYMNT_STATUS_CD
TOT_PYMNT_METHOD_CNT	PAYMENT_F	CFDFACT	PYMNT_METHOD_SK

Table 11.6 PST_PD_CUST_OFFER_SNPSHT_B Table

Target Column Name	Source Table Name	Library Name	Source Column Name
AGRMNT_START_DT	CUST_AGRMNT_D	CFDDIM	AGRMNT_START_DT
AGRMNT_TERM_DT	CUST_AGRMNT_D	CFDDIM	AGRMNT_TERM_DT
AGRMNT_TYPE_CD	CUST_AGRMNT_D	CFDDIM	AGRMNT_TYPE_CD
BILL_CYCLE_CD	CUST_X_BILL_CYCLE_BRIDGE	CFDFACT	BILL_CYCLE_CD
BILL_CYCLE_CD	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	BILL_CYCLE_CD
BILL_CYCLE_DT	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	BILL_CYCLE_DT
CAMPAIGN_CD	CUST_AGRMNT_D	CFDDIM	CAMPAIGN_CD
CHANNEL_TYPE_CD	CHANNEL_D	CFDDIM	CHANNEL_TYPE_CD
CUST_ID	CUST_X_BILL_CYCLE_BRIDGE	CFDFACT	CUST_ID
CUST_ID	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	CUST_ID
OFFER_BUNDLE_ID	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	OFFER_BUNDLE_ID
OFFER_CUST_TYPE_CD	OFFER_D	CFDDIM	OFFER_CUST_TYPE_CD
OFFER_ID	OFFER_BUNDLE_X_OFFER_BRIDGE	CFDFACT	OFFER_ID
OFFER_PYMNT_MODE_CD	OFFER_D	CFDDIM	OFFER_PYMNT_MODE_CD
OFFER_SEGMENT_CD	OFFER_D	CFDDIM	OFFER_SEGMENT_CD
OFFER_TYPE_CD	OFFER_D	CFDDIM	OFFER_TYPE_CD
SALES_CHANNEL_ID	CUST_AGRMNT_D	CFDDIM	SALES_CHANNEL_ID
SNAPSHOT_DT	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	BILL_CYCLE_DT

Table 11.7 PST_PD_CUST_SNPSHT_B Table

Target Column Name	Source Table Name	Library Name	Source Column Name
BASE_OFFER_CUST_TYPE_CD	OFFER_BUNDLE_D	CFDDIM	BASE_OFFER_CUST_TYPE_CD
BASE_OFFER_ID	OFFER_BUNDLE_D	CFDDIM	BASE_OFFER_ID

Target Column Name	Source Table Name	Library Name	Source Column Name
BASE_OFFER_PYMNT_MODE_CD	OFFER_BUNDLE_D	CFDDIM	BASE_OFFER_PYMNT_MODE_CD
BASE_OFFER_SEGMENT_CD	OFFER_BUNDLE_D	CFDDIM	BASE_OFFER_SEGMENT_CD
BILL_CYCLE_CD	CUST_X_BILL_CYCLE_BRIDGE	CFDFACT	BILL_CYCLE_CD
BILL_CYCLE_CD	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	BILL_CYCLE_CD
BILL_CYCLE_DT	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	BILL_CYCLE_DT
CURR_OFFER_BUNDLE_ID	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	OFFER_BUNDLE_ID
CUST_ID	CUST_X_BILL_CYCLE_BRIDGE	CFDFACT	CUST_ID
CUST_ID	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	CUST_ID
NUM_OF_OFFERS	OFFER_BUNDLE_D	CFDDIM	NUM_OF_OFFERS
OFFER_BUNDLE_CHNG_CNT	CUST_D	CFDDIM	CUST_ID
OFFER_BUNDLE_CHNG_CNT	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	CUST_ID
OFFER_BUNDLE_CHNG_FLG	CUST_D	CFDDIM	CUST_ID
OFFER_BUNDLE_CHNG_FLG	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	CUST_ID
PREV_OFFER_BUNDLE_ID	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	OFFER_BUNDLE_ID
SNAPSHOT_DT	CUST_X_BILL_CYCLE_BRIDGE_TMP	CFDMISC	BILL_CYCLE_DT
TOT_SUBSCRIP_ACTIVE_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_STATUS_CD
TOT_SUBSCRIP_ADDED_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_CREATION_DT
TOT_SUBSCRIP_DROPPED_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_END_DT
TOT_SUBSCRIP_VOLUN_DACTVN_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_STATUS_CD

Target Column Name	Source Table Name	Library Name	Source Column Name
TOT_SUBSCRIP_VOLUN_ DACTVN_CNT	SUBSCRIP_D	CFDDIM	SUBSCRIP_STATUS_ CHNG_RSN_CD

Table 11.8 PST_PD_PAYMENT_DRVD_B Table

Target Column Name	Source Table Name	Library Name	Source Column Name
BILL_CYCLE_CD	CUST_X_BILL_CYCLE_ BRIDGE	CFDFACT	BILL_CYCLE_CD
BILL_CYCLE_CD	CUST_X_BILL_CYCLE_ BRIDGE_TMP	CFDMISC	BILL_CYCLE_CD
BILL_CYCLE_DT	CUST_X_BILL_CYCLE_ BRIDGE_TMP	CFDMISC	BILL_CYCLE_DT
BILL_DUE_AMT	BILL_F	CFDFACT	BILL_NET_PAYBALE_ AMT
BILL_DUE_AMT	BILL_F	CFDFACT	BILL_NET_PYBL_AMT_ AFTR_DUE_DT
BILL_DUE_AMT	BILL_F	CFDFACT	BILL_PYMNT_DUE_DT
BILL_DUE_AMT	BILL_X_PAYMENT_ BRIDGE	CFDFACT	BILL_DUE_AMT
BILL_DUE_DT	BILL_F	CFDFACT	BILL_PYMNT_DUE_DT
BILL_DUE_IND	BILL_F	CFDFACT	BILL_NET_PAYBALE_ AMT
BILL_DUE_IND	BILL_F	CFDFACT	BILL_NET_PYBL_AMT_ AFTR_DUE_DT
BILL_DUE_IND	BILL_F	CFDFACT	BILL_PYMNT_DUE_DT
BILL_DUE_IND	BILL_X_PAYMENT_ BRIDGE	CFDFACT	BILL_DUE_AMT
BILL_ID	BILL_F	CFDFACT	BILL_ID
BILL_ID	BILL_X_PAYMENT_ BRIDGE	CFDFACT	BILL_ID
CUST_ACCT_ID	CUST_ACCT_D	CFDDIM	CUST_ACCT_ID
CUST_ID	CUST_ACCT_D	CFDDIM	CUST_ID
LAST_PYMNT_DT	BILL_X_PAYMENT_ BRIDGE	CFDFACT	BILL_PYMNT_ ALLOCATION_DTTM
PYMNT_CNT	BILL_X_PAYMENT_ BRIDGE	CFDFACT	PYMNT_ID

Table 11.9 USAGE_MONTHLY_SUMMARY_B

Target Column Name	Source Table Name	Library Name	Source Column Name
LAST_USAGE_DT	BILL_CYCLE_D	CFDDIM	PREV_BILL_CYCLE_END_DAY_NUM
LAST_USAGE_DT	CALENDAR_D	CFDDIM	CAL_DT
CUST_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	CUST_SK
EVENT_TYPE_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	EVENT_TYPE_SK
NUM_OF_DROPPED_CALLS	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_DROPPED_CALLS
NUM_OF_DROPPED_SESSIONS	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_DROPPED_SESSIONS
NUM_OF_FAILED_CALLS	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_FAILED_CALLS
NUM_OF_FAILED_MESSAGES	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_FAILED_MESSAGES
NUM_OF_FAILED_SESSIONS	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_FAILED_SESSIONS
PROD_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	PROD_SK
SERVICE_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	SERVICE_SK
SUBSCRIP_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	SUBSCRIP_SK
TIME_BAND_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	TIME_BAND_SK
LAST_USAGE_DT	SETUP_PARAM	CFDMISC	PARAM_NM
LAST_USAGE_DT	SETUP_PARAM	CFDMISC	PARAM_NM
CUST_SK	USAGE_SUMMARY_F	CFDFACT	CUST_SK
DURATION_OF_CALLS	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_CALLS
DURATION_OF_FREE_CALLS	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_FREE_CALLS
DURATION_OF_FREE_SESSIONS	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_FREE_SESSIONS
DURATION_OF_SESSIONS	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_SESSIONS

Target Column Name	Source Table Name	Library Name	Source Column Name
EVENT_TYPE_SK	USAGE_SUMMARY_F	CFDFACT	EVENT_TYPE_SK
NUM_OF_CALLS	USAGE_SUMMARY_F	CFDFACT	NUM_OF_CALLS
NUM_OF_FREE_CALLS	USAGE_SUMMARY_F	CFDFACT	NUM_OF_FREE_CALLS
NUM_OF_FREE_MESSAGES	USAGE_SUMMARY_F	CFDFACT	NUM_OF_FREE_MESSAGES
NUM_OF_FREE_SESSIONS	USAGE_SUMMARY_F	CFDFACT	NUM_OF_FREE_SESSIONS
NUM_OF_MESSAGES	USAGE_SUMMARY_F	CFDFACT	NUM_OF_MESSAGES
NUM_OF_SESSIONS	USAGE_SUMMARY_F	CFDFACT	NUM_OF_SESSIONS
PROD_SK	USAGE_SUMMARY_F	CFDFACT	PROD_SK
SERVICE_SK	USAGE_SUMMARY_F	CFDFACT	SERVICE_SK
SUBSCRIP_SK	USAGE_SUMMARY_F	CFDFACT	SUBSCRIP_SK
TIME_BAND_SK	USAGE_SUMMARY_F	CFDFACT	TIME_BAND_SK
USG_REVENUE_AMT	USAGE_SUMMARY_F	CFDFACT	USG_REVENUE_AMT
VOL_OF_DATA	USAGE_SUMMARY_F	CFDFACT	VOL_OF_DATA
VOL_OF_FREE_DATA	USAGE_SUMMARY_F	CFDFACT	VOL_OF_FREE_DATA
VOL_OF_FREE_MESSAGES	USAGE_SUMMARY_F	CFDFACT	VOL_OF_FREE_MESSAGES
VOL_OF_MESSAGES	USAGE_SUMMARY_F	CFDFACT	VOL_OF_MESSAGES

Table 11.10 USAGE_WEEKLY_SUMMARY_B

Target Column Name	Source Table Name	Library Name	Source Column Name
LAST_USAGE_DT	BILL_CYCLE_D	CFDDIM	PREV_BILL_CYCLE_END_DAY_NUM
LAST_USAGE_DT	CALENDAR_D	CFDDIM	CAL_DT
CUST_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	CUST_SK
EVENT_TYPE_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	EVENT_TYPE_SK
NUM_OF_DROPPED_CALLS	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_DROPPED_CALLS
NUM_OF_DROPPED_SESSIONS	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_DROPPED_SESSIONS

Target Column Name	Source Table Name	Library Name	Source Column Name
NUM_OF_FAILED_CALLS	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_FAILED_CALLS
NUM_OF_FAILED_MESSAGES	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_FAILED_MESSAGES
NUM_OF_FAILED_SESSIONS	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_FAILED_SESSIONS
PROD_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	PROD_SK
SERVICE_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	SERVICE_SK
SUBSCRIP_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	SUBSCRIP_SK
TIME_BAND_SK	EVENT_FAILURE_SUMMARY_F	CFDFACT	TIME_BAND_SK
LAST_USAGE_DT	SETUP_PARAM	CFDMISC	PARAM_NM
LAST_USAGE_DT	SETUP_PARAM	CFDMISC	PARAM_NM
CUST_SK	USAGE_SUMMARY_F	CFDFACT	CUST_SK
DURATION_OF_CALLS	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_CALLS
DURATION_OF_FREE_CALLS	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_FREE_CALLS
DURATION_OF_FREE_SESSIONS	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_FREE_SESSIONS
DURATION_OF_SESSIONS	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_SESSIONS
EVENT_TYPE_SK	USAGE_SUMMARY_F	CFDFACT	EVENT_TYPE_SK
NUM_OF_CALLS	USAGE_SUMMARY_F	CFDFACT	NUM_OF_CALLS
NUM_OF_FREE_CALLS	USAGE_SUMMARY_F	CFDFACT	NUM_OF_FREE_CALLS
NUM_OF_FREE_MESSAGES	USAGE_SUMMARY_F	CFDFACT	NUM_OF_FREE_MESSAGES
NUM_OF_FREE_SESSIONS	USAGE_SUMMARY_F	CFDFACT	NUM_OF_FREE_SESSIONS
NUM_OF_MESSAGES	USAGE_SUMMARY_F	CFDFACT	NUM_OF_MESSAGES
NUM_OF_SESSIONS	USAGE_SUMMARY_F	CFDFACT	NUM_OF_SESSIONS
PROD_SK	USAGE_SUMMARY_F	CFDFACT	PROD_SK
SERVICE_SK	USAGE_SUMMARY_F	CFDFACT	SERVICE_SK

Target Column Name	Source Table Name	Library Name	Source Column Name
SUBSCRIP_SK	USAGE_SUMMARY_F	CFDFACT	SUBSCRIP_SK
TIME_BAND_SK	USAGE_SUMMARY_F	CFDFACT	TIME_BAND_SK
USG_REVENUE_AMT	USAGE_SUMMARY_F	CFDFACT	USG_REVENUE_AMT
VOL_OF_DATA	USAGE_SUMMARY_F	CFDFACT	VOL_OF_DATA
VOL_OF_FREE_DATA	USAGE_SUMMARY_F	CFDFACT	VOL_OF_FREE_DATA
VOL_OF_FREE_MESSAGES	USAGE_SUMMARY_F	CFDFACT	VOL_OF_FREE_MESSAGES
VOL_OF_MESSAGES	USAGE_SUMMARY_F	CFDFACT	VOL_OF_MESSAGES

Chapter 12

Data Mapping for Information Maps

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Mapping Between Information Maps and Foundation Data Mart Tables

Table 12.1 CSCOM_BILL_USAGE_IM Table

Target Column Name	Source Table Name	Library Name	Source Column Name
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
CUST_ACCT_ID	CUST_ACCT_D	CFDDIM	CUST_ACCT_ID
BILL_DT	CALENDAR_D	CFDDIM	CAL_DT
BILL_ID	BILL_USAGE_F	CFDFACT	BILL_ID
BILL_USG_AMT	BILL_USAGE_F	CFDFACT	BILL_USG_AMT
BILL_USG_DISCOUNT_AMT	BILL_USAGE_F	CFDFACT	BILL_USG_DISCOUNT_AMT
EVENT_TYPE_ID	EVENT_TYPE_D	CFDDIM	EVENT_TYPE_ID
EVENT_DIRECTION_CD	EVENT_TYPE_D	CFDDIM	EVENT_DIRECTION_CD
NETWORK_TYPE_CD	EVENT_TYPE_D	CFDDIM	NETWORK_TYPE_CD
NETWORK_OPERATOR_ID	EVENT_TYPE_D	CFDDIM	NETWORK_OPERATOR_ID
EVENT_DSTN_ACCESS_CATEGORY_CD	EVENT_TYPE_D	CFDDIM	EVENT_DSTN_ACCESS_CATEGORY_CD
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID

Target Column Name	Source Table Name	Library Name	Source Column Name
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD

Table 12.2 CSCOM_CUST_BILL_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
CUST_ACCT_ID	CUST_ACCT_D	CFDDIM	CUST_ACCT_ID
BILL_DT	CALENDAR_D	CFDDIM	CAL_DT
BILL_ID	BILL_F	CFDFACT	BILL_ID
BILL_USG_AMT	BILL_F	CFDFACT	BILL_USG_AMT
BILL_NET_PAYBALE_AMT	BILL_F	CFDFACT	BILL_NET_PAYBALE_AMT
BILL_DISCOUNT_AMT	BILL_F	CFDFACT	BILL_DISCOUNT_AMT
BILL_NON_USG_ONE_TIME_AMT	BILL_F	CFDFACT	BILL_NON_USG_ONE_TIME_AMT
BILL_NON_USG_RCRNG_AMT	BILL_F	CFDFACT	BILL_NON_USG_RCRNG_AMT
BILL_PYMNT_DUE_DT	BILL_F	CFDFACT	BILL_PYMNT_DUE_DT

Table 12.3 CSCOM_CUST_BILL_NONUSAGE_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
CUST_ACCT_ID	CUST_ACCT_D	CFDDIM	CUST_ACCT_ID
BILL_ID	BILL_NON_USAGE_F	CFDFACT	BILL_ID
CHRG_TYPE_CD	CHARGE_TYPE_D	CFDDIM	CHRG_TYPE_CD
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID

Target Column	Source Table	Library Name	Source Column
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
OFFER_ID	OFFER_D	CFDDIM	OFFER_ID
BILL_DT	CALENDAR_D	CFDDIM	CAL_DT
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD
BILL_NON_USG_AMT	BILL_NON_USAGE_F	CFDFACT	BILL_NON_USG_AMT
BILL_NON_USG_DISCOUNT_AMT	BILL_NON_USAGE_F	CFDFACT	BILL_NON_USG_DISCOUNT_AMT

Table 12.4 CSCOM_CUST_COMPLAINT_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
INTERACTION_DT	CUST_COMPLAINT_F	CFDFACT	CUST_INTERACTION_DTTM
INTERACTION_CATEGORY_CD	CUST_COMPLAINT_F	CFDFACT	CUST_INTERACTION_CATEGORY_CD
INTERACTION_COMM_MEDIUM_CD	CUST_COMPLAINT_F	CFDFACT	CUST_INTERACTION_COMM_MEDIUM_CD
COMPLAINT_TYPE_CD	CUST_COMPLAINT_F	CFDFACT	COMPLAINT_TYPE_CD
COMPLAINT_STATUS_CD	CUST_COMPLAINT_F	CFDFACT	COMPLAINT_RESOLUTION_STATUS_CD
INTERACTION_ID	CUST_COMPLAINT_F	CFDFACT	CUST_INTERACTION_ID

Table 12.5 CSCOM_CUST_INQUIRY_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CSCOM_CUST_SUB
INTERACTION_DT	CUST_INQUIRY_F	CFDFACT	CUST_INQUIRY_F

Target Column	Source Table	Library Name	Source Column
INTERACTION_CATEGORY_CD	CUST_INQUIRY_F	CFDFACT	CUST_INQUIRY_F
INQUIRY_TYPE_CD	CUST_INQUIRY_F	CFDFACT	CUST_INQUIRY_F
INQUIRY_COMM_MEDIUM_CD	CUST_INQUIRY_F	CFDFACT	CUST_INQUIRY_F
INQUIRY_STATUS_CD	CUST_INQUIRY_F	CFDFACT	CUST_INQUIRY_F
INTERACTION_ID	CUST_INQUIRY_F	CFDFACT	CUST_INQUIRY_F

Table 12.6 CSCOM_CUST_LOYALTY_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
LOYALTY_SCHEME_ID	LOYALTY_SCHEME_D	CFDDIM	LOYALTY_SCHEME_ID
LOYALTY_TRANSACTION_TYPE_CD	LOYALTY_ACTIVITY_F	CFDFACT	LOYALTY_TRANSACTION_TYPE_CD
LOYALTY_TRANSACTION_DT	LOYALTY_ACTIVITY_F	CFDFACT	LOYALTY_TRANSACTION_DTTM
LOYALTY_POINTS	LOYALTY_ACTIVITY_F	CFDFACT	LOYALTY_POINTS
LOYALTY_BONUS_POINTS	LOYALTY_ACTIVITY_F	CFDFACT	LOYALTY_BONUS_POINTS

Table 12.7 CSCOM_CUST_OFFER_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
OFFER_ID	SUBSCRIP_X_OFFER_BRIDGE	CFDFACT	OFFER_ID
OFFER_START_DT	SUBSCRIP_X_OFFER_BRIDGE	CFDFACT	VALID_START_DTTM

Table 12.8 CSCOM_DROPPED_USAGE_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID

Target Column	Source Table	Library Name	Source Column
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD
EVENT_DIRECTION_CD	EVENT_TYPE_D	CFDDIM	EVENT_DIRECTION_CD
EVENT_DSTN_ACCESS_CATEGORY_CD	EVENT_TYPE_D	CFDDIM	EVENT_DSTN_ACCESS_CATEGORY_CD
EVENT_TYPE_ID	EVENT_TYPE_D	CFDDIM	EVENT_TYPE_ID
NETWORK_OPERATOR_ID	EVENT_TYPE_D	CFDDIM	NETWORK_OPERATOR_ID
NETWORK_TYPE_CD	EVENT_TYPE_D	CFDDIM	NETWORK_TYPE_CD
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
USG_DT	CALENDAR_D	CFDDIM	CAL_DT
TIME_BAND_CD	TIME_BAND_D	CFDDIM	TIME_BAND_CD
SUBSCRIP_ACTIVATION_DT	SUBSCRIP_D	CFDDIM	SUBSCRIP_ACTIVATION_DT
NUM_OF_DROPPED_EVENT	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_DROPPED_CALLS
NUM_OF_DROPPED_EVENT	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_DROPPED_SESSIONS
NUM_OF_FAILED_EVENT	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_FAILED_CALLS
NUM_OF_FAILED_EVENT	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_FAILED_MESSAGES
NUM_OF_FAILED_EVENT	EVENT_FAILURE_SUMMARY_F	CFDFACT	NUM_OF_FAILED_SESSIONS

Table 12.9 CSCOM_EQUIP_ACTIVITY_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID

Target Column	Source Table	Library Name	Source Column
SUBSCR_P_ID	CSCOM_SUBSCR_P_SUB	CSC_SUB	SUBSCR_P_ID
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
ACTIVITY_STATUS_DT	CALENDAR_D	CFDDIM	CAL_DT
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD
EQUIPMENT_STATUS_CD	SUBSCR_P_EQUIP_ACTIVITY_F	CFDFACT	EQUIPMENT_STATUS_CD
EQUIPMENT_STATUS_CHNG_RSN_CD	SUBSCR_P_EQUIP_ACTIVITY_F	CFDFACT	EQUIPMENT_STATUS_CHNG_RSN_CD

Table 12.10 CSCOM_IMPLICIT_SUBSET_MAP

Target Column	Source Table	Library Name	Source Column
CUST_ID	CUST_D	CFDDIM	CUST_ID
BASE_OFFER_PYMNT_MODE_CD	OFFER_BUNDLE_D	CFDDIM	BASE_OFFER_PYMNT_MODE_CD
CUST_STATUS_CD	CUST_D	CFDDIM	CUST_STATUS_CD
SUBSCR_P_ID	SUBSCR_P_D	CFDDIM	SUBSCR_P_ID
SUBSCR_P_STATUS_CD	SUBSCR_P_D	CFDDIM	SUBSCR_P_STATUS_CD
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
OFFER_BUNDLE_ID	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	OFFER_BUNDLE_ID
SERVICE_FIRST_ACTIVATION_DT	SUBSCR_P_SERVICE_ACTIVITY_F	CFDFACT	SERVICE_FIRST_ACTIVATION_DT
VALID_START_DTTM	SUBSCR_P_D	CFDDIM	VALID_START_DTTM
VALID_END_DTTM	SUBSCR_P_D	CFDDIM	VALID_END_DTTM
VALID_START_DTTM2	CUST_D	CFDDIM	VALID_START_DTTM
VALID_END_DTTM2	CUST_D	CFDDIM	VALID_END_DTTM
VALID_START_DTTM3	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	VALID_START_DTTM
VALID_END_DTTM3	CUST_X_OFFER_BUNDLE_BRIDGE	CFDFACT	VALID_END_DTTM

Target Column	Source Table	Library Name	Source Column
VALID_START_DTTM4	OFFER_BUNDLE_D	CFDDIM	VALID_START_DTTM
VALID_END_DTTM4	OFFER_BUNDLE_D	CFDDIM	VALID_END_DTTM

Table 12.11 CSCOM_IPTV_CHANNEL_USAGE_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
MEDIA_CHANNEL_ID	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_ID
MEDIA_CHANNEL_CATEGORY_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_CATEGORY_CD
MEDIA_CHANNEL_HD_IND	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_HD_IND
MEDIA_CHANNEL_ORG_TYPE_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_ORG_TYPE_CD
MEDIA_CHANNEL_GENRE_CD_1	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_1
MEDIA_CHANNEL_GENRE_CD_2	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_2
MEDIA_CHANNEL_GENRE_CD_3	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_3
MEDIA_CHANNEL_GENRE_CD_4	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_4
MEDIA_CHANNEL_GENRE_CD_5	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_5
MEDIA_CHANNEL_GROUP_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GROUP_CD
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
TIME_BAND_CD	TIME_BAND_D	CFDDIM	TIME_BAND_D
SUBSCRIP_ACTIVATION_DT	SUBSCRIP_D	CFDDIM	SUBSCRIP_ACTIVATION_DT

Target Column	Source Table	Library Name	Source Column
USAGE_DT	CALENDAR_D	CFDDIM	CAL_DT
DUR_IPTV_USAGE	IPTV_CHANNEL_USAGE_SUMMARY_F	CFDFACT	DURATION_OF_SESSIONS
USG_REVENUE_AMT	IPTV_CHANNEL_USAGE_SUMMARY_F	CFDFACT	USG_REVENUE_AMT
VOL_OF_DATA	IPTV_CHANNEL_USAGE_SUMMARY_F	CFDFACT	VOL_OF_DATA

Table 12.12 CSCOM_IPTV_USAGE_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
MEDIA_CHANNEL_ID	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_ID
MEDIA_CHANNEL_CATEGORY_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_CATEGORY_CD
MEDIA_CHANNEL_HD_IND	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_HD_IND
MEDIA_CHANNEL_ORG_TYPE_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_ORG_TYPE_CD
MEDIA_CHANNEL_GENRE_CD_1	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_1
MEDIA_CHANNEL_GENRE_CD_2	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_2
MEDIA_CHANNEL_GENRE_CD_3	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_3
MEDIA_CHANNEL_GENRE_CD_4	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_4
MEDIA_CHANNEL_GENRE_CD_5	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_5
MEDIA_CHANNEL_GROUP_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GROUP_CD
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD

Target Column	Source Table	Library Name	Source Column
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
TIME_BAND_CD	TIME_BAND_D	CFDDIM	TIME_BAND_D
SUBSCRIP_ACTIVATION_DT	SUBSCRIP_D	CFDDIM	SUBSCRIP_ACTIVATION_DT
USAGE_DT	CALENDAR_D	CFDDIM	CAL_DT
DUR_IPTV_USAGE	IPTV_USAGE_F	CFDFACT	DURATION_OF_SESSIONS
USG_REVENUE_AMT	IPTV_USAGE_F	CFDFACT	USG_REVENUE_AMT
VOL_OF_DATA	IPTV_USAGE_F	CFDFACT	VOL_OF_DATA

Table 12.13 CSCOM_PAYMENT_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
PYMNT_ID	PAYMENT_F	CFDFACT	PYMNT_ID
CUST_ACCT_ID	CUST_ACCT_D	CFDDIM	CUST_ACCT_ID
PYMNT_DT	PAYMENT_F	CFDFACT	PYMNT_DTTM
PYMNT_METHOD_CD	PAYMENT_METHOD_D	CFDDIM	PYMNT_METHOD_CD
PYMNT_STATUS_CD	PAYMENT_F	CFDFACT	PYMNT_STATUS_CD
PYMNT_AMT	PAYMENT_F	CFDFACT	PYMNT_AMT

Table 12.14 CSCOM_PROGRAM_VIEWERSHIP_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
MEDIA_CHANNEL_ID	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_ID
MEDIA_CHANNEL_CATEGORY_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_CATEGORY_CD
MEDIA_CHANNEL_HD_IND	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_HD_IND
MEDIA_CHANNEL_ORG_TYPE_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_ORG_TYPE_CD

Target Column	Source Table	Library Name	Source Column
MEDIA_CHANNEL_GENRE_CD_1	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_1
MEDIA_CHANNEL_GENRE_CD_2	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_2
MEDIA_CHANNEL_GENRE_CD_3	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_3
MEDIA_CHANNEL_GENRE_CD_4	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_4
MEDIA_CHANNEL_GENRE_CD_5	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_5
MEDIA_CHANNEL_GROUP_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GROUP_CD
MEDIA_CHANNEL_OWN_ORG_ID	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_OWN_ORG_ID
SUBSCRIP_ACTIVATION_DT	SUBSCRIP_D	CFDDIM	SUBSCRIP_ACTIVATION_DT
TELECAST_PROGRAM_ID	TELECAST_ITEM_D	CFDDIM	TELECAST_PROGRAM_ID
TELECAST_DT	CALENDAR_D	CFDDIM	CAL_DT
NO_BREAK_PROGRAMME_IND	PROGRAMME_VIEWERSHIP_F	CFDFACT	NO_BREAK_PROGRAMME_IND
DURATION_WATCHED_IN_MINUTE	PROGRAMME_VIEWERSHIP_F	CFDFACT	DURATION_WATCHED_IN_MINUTE
PROGRAM_DURATION_IN_MINUTE	PROGRAMME_VIEWERSHIP_F	CFDFACT	PROGRAM_DURATION_IN_MINUTE
PROGRAM_GENRE_CD_1	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_1
PROGRAM_GENRE_CD_2	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_2
PROGRAM_GENRE_CD_3	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_3
PROGRAM_GENRE_CD_4	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_4
PROGRAM_GENRE_CD_5	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_5
PROGRAM_PRMRY_TGT_CD	TELECAST_ITEM_D	CFDDIM	PROGRAM_PRMRY_TGT_CD

Target Column	Source Table	Library Name	Source Column
PROGRAM_TGT_CD_1	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_1
PROGRAM_TGT_CD_2	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_2
PROGRAM_TGT_CD_3	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_3
PROGRAM_TGT_CD_4	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_4
PROGRAM_TGT_CD_5	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_5
PROGRAM_CATEGORY_CD	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_CATEGORY_CD
IND_HHOLD_ID	CUST_D	CFDDIM	IND_HHOLD_ID
IND_CUST_GENDER_CD	CUST_D	CFDDIM	IND_CUST_GENDER_CD
IND_CUST_EDUCATION_LEVEL_CD	CUST_D	CFDDIM	IND_CUST_EDUCATION_LEVEL_CD
IND_CUST_ETHNICITY_CD	CUST_D	CFDDIM	IND_CUST_ETHNICITY_CD
IND_CUST_INCOME_RANGE_CD	CUST_D	CFDDIM	IND_CUST_INCOME_RANGE_CD
IND_CUST_MARITAL_STATUS_CD	CUST_D	CFDDIM	IND_CUST_MARITAL_STATUS_CD
IND_CUST_SEGMENT_TYPE_CD	CUST_D	CFDDIM	IND_CUST_SEGMENT_TYPE_CD
PROGRAMME_START_DTTM	PROGRAMME_VIEWERSHIP_F	CFDFACT	PROGRAMME_START_DTTM
DAY_IN_WEEK_NM	CALENDAR_D	CFDDIM	DAY_IN_WEEK_NM
DAY_TYPE	PROGRAMME_VIEWERSHIP_F	CFDFACT	PROGRAMME_START_DTTM
TIME_OF_DAY	PROGRAMME_VIEWERSHIP_F	CFDFACT	PROGRAMME_START_DTTM
PRIME_NON_PRIME_SLAB	PROGRAMME_VIEWERSHIP_F	CFDFACT	PROGRAMME_START_DTTM

Table 12.15 CSCOM_SERVICE_ACTIVITY_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
ACTIVITY_STATUS_DT	CALENDAR_D	CFDDIM	CAL_DT
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD
SERVICE_STATUS_CD	SUBSCRIP_SERVICE_ACTIVITY_F	CFDFACT	SERVICE_STATUS_CD
SERVICE_STATUS_CHNG_RSN_CD	SUBSCRIP_SERVICE_ACTIVITY_F	CFDFACT	SERVICE_STATUS_CHNG_RSN_CD
SERVICE_FIRST_ACTIVATION_DT	SUBSCRIP_SERVICE_ACTIVITY_F	CFDFACT	SERVICE_FIRST_ACTIVATION_DT

Table 12.16 CSCOM_SUBSCRIP_BILL_NONUSAGE_IM Table

Target Column	Source Table	Library Name	Source Column
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
CUST_ID	SUBSCRIP_D	CFDDIM	CUST_ID
CUST_ACCT_ID	CUST_ACCT_D	CFDDIM	CUST_ACCT_ID
CHRG_TYPE_CD	CHARGE_TYPE_D	CFDDIM	CHRG_TYPE_CD
OFFER_ID	OFFER_D	CFDDIM	OFFER_ID
BILL_DT	CALENDAR_D	CFDDIM	CAL_DT
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD

Target Column	Source Table	Library Name	Source Column
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD
BILL_ID	BILL_NON_USAGE_F	CFDFACT	BILL_NON_USG_AMT
BILL_NON_USG_AMT	BILL_NON_USAGE_F	CFDFACT	BILL_NON_USG_DISCOUNT_AMT
BILL_NON_USG_DISCOUNT_AMT	BILL_NON_USAGE_F	CFDFACT	BILL_ID

Table 12.17 CSCOM_SUBSCRIP_BUCKET_USAGE_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
CSP_USG_BUCKET_CD	CSP_USAGE_BUCKET_D	CFDDIM	CSP_USG_BUCKET_CD
SNAPSHOT_DT	CALENDAR_D	CFDDIM	CAL_DT
CLOSING_BALANCE_VAL	SUBSCRIP_BUCKET_USAGE_SNPSHT_F	CFDFACT	CLOSING_BALANCE_VAL
DECREMENT_VAL	SUBSCRIP_BUCKET_USAGE_SNPSHT_F	CFDFACT	DECREMENT_VAL
BALANCE_VAL_UOM	SUBSCRIP_BUCKET_USAGE_SNPSHT_F	CFDFACT	BALANCE_VAL_UOM
VALIDITY_EXP_DT	SUBSCRIP_BUCKET_USAGE_SNPSHT_F	CFDFACT	VALIDITY_EXP_DT

Table 12.18 CSCOM_SUBSCRIP_COMPLAINT_IM Table

Target Column	Source Table	Library Name	Source Column
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
CUST_ID	SUBSCRIP_D	CFDDIM	CUST_ID
INTERACTION_DT	CUST_COMPLAINT_F	CFDFACT	CUST_INTERACTION_DTTM

Target Column	Source Table	Library Name	Source Column
INTERACTION_CATEGORY_CD	CUST_COMPLAINT_F	CFDFACT	CUST_INTERACTION_CATEGORY_CD
COMPLAINT_TYPE_CD	CUST_COMPLAINT_F	CFDFACT	COMPLAINT_TYPE_CD
INTERACTION_COMM_MEDIUM_CD	CUST_COMPLAINT_F	CFDFACT	CUST_COMM_MEDIUM_CD
COMPLAINT_STATUS_CD	CUST_COMPLAINT_F	CFDFACT	COMPLAINT_RESOLUTN_STATUS_CD
INTERACTION_ID	CUST_COMPLAINT_F	CFDFACT	CUST_INTERACTION_ID

Table 12.19 CSCOM_SUBSCRIP_INQUIRY_IM Table

Target Column	Source Table	Library Name	Source Column
SUBSCRIP_ID	CSCOM_CUST_SUB	CSC_SUB	SUBSCRIP_ID
CUST_ID	SUBSCRIP_D	CFDDIM	CUST_ID
INTERACTION_CATEGORY_CD	CUST_INQUIRY_F	CFDFACT	INTERACTION_CATEGORY_CD
INQUIRY_TYPE_CD	CUST_INQUIRY_F	CFDFACT	INQUIRY_TYPE_CD
INTERACTION_COMM_MEDIUM_CD	CUST_INQUIRY_F	CFDFACT	CUST_COMM_MEDIUM_CD
INQUIRY_STATUS_CD	CUST_INQUIRY_F	CFDFACT	INQUIRY_STATUS_CD

Table 12.20 CSCOM_SUBSCRIP_LOYALTY_IM Table

Target Column	Source Table	Library Name	Source Column
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
CUST_ID	SUBSCRIP_D	CFDDIM	CUST_ID
LOYALTY_SCHEME_ID	LOYALTY_SCHEME_D	CFDDIM	LOYALTY_SCHEME_ID
LOYALTY_TRANSACTION_TYPE_CD	LOYALTY_ACTIVITY_F	CFDFACT	LOYALTY_TRANSACTION_TYPE_CD
LOYALTY_POINTS	LOYALTY_ACTIVITY_F	CFDFACT	LOYALTY_POINTS
LOYALTY_BONUS_POINTS	LOYALTY_ACTIVITY_F	CFDFACT	LOYALTY_BONUS_POINTS
LOYALTY_TRANSACTION_DT	LOYALTY_ACTIVITY_F	CFDFACT	LOYALTY_TRANSACTION_DTTM

Table 12.21 CSCOM_SUBSCRIP_TLCSTITM_ORDR_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
MEDIA_CHANNEL_CATEGORY_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_CATEGORY_CD
MEDIA_CHANNEL_HD_IND	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_HD_IND
MEDIA_CHANNEL_GENRE_CD_1	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_1
MEDIA_CHANNEL_GENRE_CD_2	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_2
MEDIA_CHANNEL_GENRE_CD_3	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_3
MEDIA_CHANNEL_GENRE_CD_4	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_4
MEDIA_CHANNEL_GENRE_CD_5	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_5
MEDIA_CHANNEL_GROUP_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GROUP_CD
TELECAST_ITEM_CATEGORY_CD	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_CATEGORY_CD
TELECAST_ITEM_GENRE_CD_1	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_1
TELECAST_ITEM_GENRE_CD_2	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_2
TELECAST_ITEM_GENRE_CD_3	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_3
TELECAST_ITEM_GENRE_CD_4	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_4
TELECAST_ITEM_GENRE_CD_5	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_5
TELECAST_ITEM_TGT_CD_1	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_1
TELECAST_ITEM_TGT_CD_2	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_2
TELECAST_ITEM_TGT_CD_3	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_3

Target Column	Source Table	Library Name	Source Column
TELECAST_ITEM_TGT_CD_4	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_4
TELECAST_ITEM_TGT_CD_5	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_5
TELECAST_ITEM_HD_IND	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_HD_IND
TELECAST_ITEM_ID	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_ID
TELECAST_ITEM_PRMRY_TGT_CD	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_PRMRY_TGT_CD
IS_LIVE_NUM_IND	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	IS_LIVE_NUM_IND
IS_PPV_NUM_IND	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	IS_PPV_NUM_IND
IS_VOD_NUM_IND	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	IS_VOD_NUM_IND
ORDER_COMM_MEDIUM_CD	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	ORDER_COMM_MEDIUM_CD
PAY_SETTLEMENT_CD	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	PAY_SETTLEMENT_CD
TLCST_ITM_ORDER_DT	CALENDAR_D	CFDDIM	CAL_DT
COST_AMT	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	COST_AMT
PYMNT_METHOD_CD	PAYMENT_METHOD_D	CFDDIM	PYMNT_METHOD_CD

Table 12.22 CSCOM_SUBSCRPTLCSTITM_SBST_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CUST_D	CFDDIM	CUST_ID
CUST_ACQUIRING_COMM_MEDIUM_CD	CUST_D	CFDDIM	CUST_ACQUIRING_COMM_MEDIUM_CD
CUST_CREDIT_CLASS_CD	CUST_D	CFDDIM	CUST_CREDIT_CLASS_CD
CUST_FIRST_BECAME_DT	CUST_D	CFDDIM	CUST_FIRST_BECAME_DT
CUST_LIFE_CYCLE_CD	CUST_D	CFDDIM	CUST_LIFE_CYCLE_CD
CUST_STATUS_CD	CUST_D	CFDDIM	CUST_STATUS_CD

Target Column	Source Table	Library Name	Source Column
CUST_TYPE_CD	CUST_D	CFDDIM	CUST_TYPE_CD
IND_CUST_ETHNICITY_CD	CUST_D	CFDDIM	IND_CUST_ETHNICITY_CD
IND_CUST_GENDER_CD	CUST_D	CFDDIM	IND_CUST_GENDER_CD
IND_CUST_INCOME_RANGE_CD	CUST_D	CFDDIM	IND_CUST_INCOME_RANGE_CD
IND_CUST_MARITAL_STATUS_CD	CUST_D	CFDDIM	IND_CUST_MARITAL_STATUS_CD
IND_CUST_SEGMENT_TYPE_CD	CUST_D	CFDDIM	IND_CUST_SEGMENT_TYPE_CD
IND_CUST_STD_OCCUPATION_CD	CUST_D	CFDDIM	IND_CUST_STD_OCCUPATION_CD
VALID_START_DTTM	CUST_D	CFDDIM	VALID_START_DTTM
VALID_END_DTTM	CUST_D	CFDDIM	VALID_END_DTTM
SUBSCR_P_ID	SUBSCR_P_D	CFDDIM	SUBSCR_P_ID
SUBSCR_P_ACCESS_CATEGORY_CD	SUBSCR_P_D	CFDDIM	SUBSCR_P_ACCESS_CATEGORY_CD
SUBSCR_P_ACCESS_STANDARD_CD	SUBSCR_P_D	CFDDIM	SUBSCR_P_ACCESS_STANDARD_CD
MNP_NETWORK_OPERATOR_ID	SUBSCR_P_D	CFDDIM	MNP_NETWORK_OPERATOR_ID
MNP_ACTIVITY_TYPE_CD	SUBSCR_P_D	CFDDIM	MNP_ACTIVITY_TYPE_CD
SUBSCR_P_ACTIVATION_DT	SUBSCR_P_D	CFDDIM	SUBSCR_P_ACTIVATION_DT
SUBSCR_P_STATUS_CD	SUBSCR_P_D	CFDDIM	SUBSCR_P_STATUS_CD
VALID_START_DTTM2	SUBSCR_P_D	CFDDIM	VALID_START_DTTM2
VALID_END_DTTM2	SUBSCR_P_D	CFDDIM	VALID_END_DTTM2
MEDIA_CHANNEL_CATEGORY_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_CATEGORY_CD
MEDIA_CHANNEL_NUM_LANG	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_NUM_LANG
MEDIA_CHANNEL_GROUP_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GROUP_CD
MEDIA_CHANNEL_HD_IND	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_HD_IND

Target Column	Source Table	Library Name	Source Column
MEDIA_CHANNEL_GENRE_CD_1	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_1
MEDIA_CHANNEL_GENRE_CD_2	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_2
MEDIA_CHANNEL_GENRE_CD_3	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_3
MEDIA_CHANNEL_GENRE_CD_4	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_4
MEDIA_CHANNEL_GENRE_CD_5	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_GENRE_CD_5
MEDIA_CHANNEL_ORG_TYPE_CD	MEDIA_CHANNEL_D	CFDDIM	MEDIA_CHANNEL_ORG_TYPE_CD
PYMNT_METHOD_CD	PAYMENT_METHOD_D	CFDDIM	PYMNT_METHOD_CD
TELECAST_ITEM_CATEGORY_CD	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_CATEGORY_CD
TELECAST_ITEM_GENRE_CD_1	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_1
TELECAST_ITEM_GENRE_CD_2	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_2
TELECAST_ITEM_GENRE_CD_3	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_3
TELECAST_ITEM_GENRE_CD_4	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_4
TELECAST_ITEM_GENRE_CD_5	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_GENRE_CD_5
TELECAST_ITEM_HD_IND	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_HD_IND
TELECAST_ITEM_ID	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_ID
TELECAST_ITEM_PRMRY_TGT_CD	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_PRMRY_TGT_CD
TELECAST_ITEM_TGT_CD_1	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_1
TELECAST_ITEM_TGT_CD_2	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_2
TELECAST_ITEM_TGT_CD_3	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_3
TELECAST_ITEM_TGT_CD_4	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_4

Target Column	Source Table	Library Name	Source Column
TELECAST_ITEM_TGT_CD_5	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_TGT_CD_5
TELECAST_ITEM_DUR	TELECAST_ITEM_D	CFDDIM	TELECAST_ITEM_DUR
IS_LIVE_NUM_IND	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	IS_LIVE_NUM_IND
IS_PPV_NUM_IND	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	IS_PPV_NUM_IND
IS_VOD_NUM_IND	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	IS_VOD_NUM_IND
ORDER_COMM_MEDIUM_CD	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	ORDER_COMM_MEDIUM_CD
PAY_SETTLEMENT_CD	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	PAY_SETTLEMENT_CD
PRMRY_LANG_CD	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	PRMRY_LANG_CD
SUBTITLE_LANG_CD	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	SUBTITLE_LANG_CD
UOM_CD	SUBSCRPTLCST_ITM_ORDER_F	CFDFACT	UOM_CD
TLCST_ITM_ORDER_DT	CALENDAR_D	CFDDIM	CAL_DT

Table 12.23 CSCOM_USAGE_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRPT_ID	CSCOM_SUBSCRPT_SUB	CSC_SUB	SUBSCRPT_ID
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD
EVENT_DIRECTION_CD	EVENT_TYPE_D	CFDDIM	EVENT_DIRECTION_CD
EVENT_DSTN_ACCESS_CATEGORY_CD	EVENT_TYPE_D	CFDDIM	EVENT_DSTN_ACCESS_CATEGORY_CD
EVENT_TYPE_ID	EVENT_TYPE_D	CFDDIM	EVENT_TYPE_ID

Target Column	Source Table	Library Name	Source Column
NETWORK_OPERATOR_ID	EVENT_TYPE_D	CFDDIM	NETWORK_OPERATOR_ID
NETWORK_TYPE_CD	EVENT_TYPE_D	CFDDIM	NETWORK_TYPE_CD
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
USG_DT	CALENDAR_D	CFDDIM	CAL_DT
TIME_BAND_CD	TIME_BAND_D	CFDDIM	TIME_BAND_CD
SUBSCRIP_ACTIVATION_DT	SUBSCRIP_D	CFDDIM	SUBSCRIP_ACTIVATION_DT
DURATION_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_CALLS
DURATION_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_SESSIONS
NUM_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	NUM_OF_CALLS
NUM_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	NUM_OF_MESSAGES
NUM_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	NUM_OF_SESSIONS
VOL_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	VOL_OF_MESSAGES
VOL_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	VOL_OF_DATA
USG_REVENUE_AMT	USAGE_SUMMARY_F	CFDFACT	USG_REVENUE_AMT

Table 12.24 CSCOM_USAGE_MONTHLY_SUMMARY_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCRIP_ID	CSCOM_SUBSCRIP_SUB	CSC_SUB	SUBSCRIP_ID
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD
EVENT_DIRECTION_CD	EVENT_TYPE_D	CFDDIM	EVENT_DIRECTION_CD

Target Column	Source Table	Library Name	Source Column
EVENT_DSTN_ACCESS_CATEGORY_CD	EVENT_TYPE_D	CFDDIM	EVENT_DSTN_ACCESS_CATEGORY_CD
EVENT_TYPE_ID	EVENT_TYPE_D	CFDDIM	EVENT_TYPE_ID
NETWORK_OPERATOR_ID	EVENT_TYPE_D	CFDDIM	NETWORK_OPERATOR_ID
NETWORK_TYPE_CD	EVENT_TYPE_D	CFDDIM	NETWORK_TYPE_CD
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
LST_USG_DT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	LAST_USAGE_DT
TIME_BAND_CD	TIME_BAND_D	CFDDIM	TIME_BAND_CD
SUBSCRIP_ACTIVATION_DT	SUBSCRIP_D	CFDDIM	SUBSCRIP_ACTIVATION_DT
DURATION_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	DURATION_OF_CALLS
DURATION_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	DURATION_OF_SESSIONS
NUM_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	NUM_OF_CALLS
NUM_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	NUM_OF_MESSAGES
NUM_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	NUM_OF_SESSIONS
VOL_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	VOL_OF_MESSAGES
VOL_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	VOL_OF_DATA
USG_REVENUE_AMT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	USG_REVENUE_AMT

Table 12.25 CSCOM_USAGE_RECHARGE_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID

Target Column	Source Table	Library Name	Source Column
SUBSCR_P_ID	CSCOM_SUBSCR_P_SUB	CSC_SUB	SUBSCR_P_ID
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD
EVENT_DIRECTION_CD	EVENT_TYPE_D	CFDDIM	EVENT_DIRECTION_CD
EVENT_DSTN_ACCESS_CATEGORY_CD	EVENT_TYPE_D	CFDDIM	EVENT_DSTN_ACCESS_CATEGORY_CD
EVENT_TYPE_ID	EVENT_TYPE_D	CFDDIM	EVENT_TYPE_ID
NETWORK_OPERATOR_ID	EVENT_TYPE_D	CFDDIM	NETWORK_OPERATOR_ID
NETWORK_TYPE_CD	EVENT_TYPE_D	CFDDIM	NETWORK_TYPE_CD
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
USG_DT	CALENDAR_D	CFDDIM	CAL_DT
TIME_BAND_CD	TIME_BAND_D	CFDDIM	TIME_BAND_CD
SUBSCR_P_ACTIVATION_DT	SUBSCR_P_D	CFDDIM	SUBSCR_P_ACTIVATION_DT
DURATION_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_CALLS
DURATION_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	DURATION_OF_SESSIONS
NUM_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	NUM_OF_CALLS
NUM_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	NUM_OF_MESSAGES
NUM_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	NUM_OF_SESSIONS
VOL_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	VOL_OF_MESSAGES
VOL_OF_EVENT	USAGE_SUMMARY_F	CFDFACT	VOL_OF_DATA
USG_REVENUE_AMT	USAGE_SUMMARY_F	CFDFACT	USG_REVENUE_AMT

Table 12.26 CSCOM_USAGE_WEEKLY_SUMMARY_IM Table

Target Column	Source Table	Library Name	Source Column
CUST_ID	CSCOM_CUST_SUB	CSC_SUB	CUST_ID
SUBSCR_P_ID	CSCOM_SUBSCR_P_SUB	CSC_SUB	SUBSCR_P_ID
PROD_ID	PRODUCT_D	CFDDIM	PROD_ID
PROD_ACCESS_CATEGORY_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_CATEGORY_CD
PROD_ACCESS_STANDARD_CD	PRODUCT_D	CFDDIM	PROD_ACCESS_STANDARD_CD
EVENT_DIRECTION_CD	EVENT_TYPE_D	CFDDIM	EVENT_DIRECTION_CD
EVENT_DSTN_ACCESS_CATEGORY_CD	EVENT_TYPE_D	CFDDIM	EVENT_DSTN_ACCESS_CATEGORY_CD
EVENT_TYPE_ID	EVENT_TYPE_D	CFDDIM	EVENT_TYPE_ID
NETWORK_OPERATOR_ID	EVENT_TYPE_D	CFDDIM	NETWORK_OPERATOR_ID
NETWORK_TYPE_CD	EVENT_TYPE_D	CFDDIM	NETWORK_TYPE_CD
SERVICE_ID	SERVICE_D	CFDDIM	SERVICE_ID
SERVICE_CATEGORY_CD	SERVICE_D	CFDDIM	SERVICE_CATEGORY_CD
SERVICE_DELIVERY_TECH_CD	SERVICE_D	CFDDIM	SERVICE_DELIVERY_TECH_CD
LST_USG_DT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	LAST_USAGE_DT
TIME_BAND_CD	TIME_BAND_D	CFDDIM	TIME_BAND_CD
SUBSCR_P_ACTIVATION_DT	SUBSCR_P_D	CFDDIM	SUBSCR_P_ACTIVATION_DT
DURATION_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	DURATION_OF_CALLS
DURATION_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	DURATION_OF_SESSIONS
NUM_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	NUM_OF_CALLS
NUM_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	NUM_OF_MESSAGES
NUM_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	NUM_OF_SESSIONS

Target Column	Source Table	Library Name	Source Column
VOL_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	VOL_OF_MESSAGES
VOL_OF_EVENT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	VOL_OF_DATA
USG_REVENUE_AMT	USAGE_MONTHLY_SUMMARY_B	CFDBASE	USG_REVENUE_AMT