

SAS® Offer Optimization for Communications 5.4

Data Reference Guide



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SAS® Offer Optimization for Communications 5.4: Data Reference Guide

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Part 1

Introduction

Chapter 1

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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 Offer Optimization for Communications.

Data Dictionary

This section lists the tables and their columns that are contained in the SAS Offer Optimization for Communications 5.4 data model.

Data Mapping

This section gives mapping between the base tables for analytics (target tables), and the Foundation data mart tables (source tables). 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 Offer Optimization for Communications Data Model

The SAS Offer Optimization for Communications data model is classified as mentioned below:

Core application tables

contain common information that can be used across projects. For example, these tables store information such as error codes, status codes, workflow step names, and parameters.

Project-specific tables

contain results that are produced by each workflow step of a project. For example, these tables store information such as customer counts in a microsegment and the best offers that are produced after running the offer ranking workflow steps.

Business data tables

contain customer-specific and offer-specific data that SAS Offer Optimization for Communications uses to recommend best offers to a customer.

Interface tables

contain information about application interface communications between SAS Offer Optimization for Communications and offer or billing source system components. These tables are used by the offer assembly and invoice recalculation processes.

Audience

This document is intended for users who will be customizing the application tables of SAS Offer Optimization for Communications. 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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| <i>Physical Data Model Diagram for Core Application Tables</i> | <i>7</i> |
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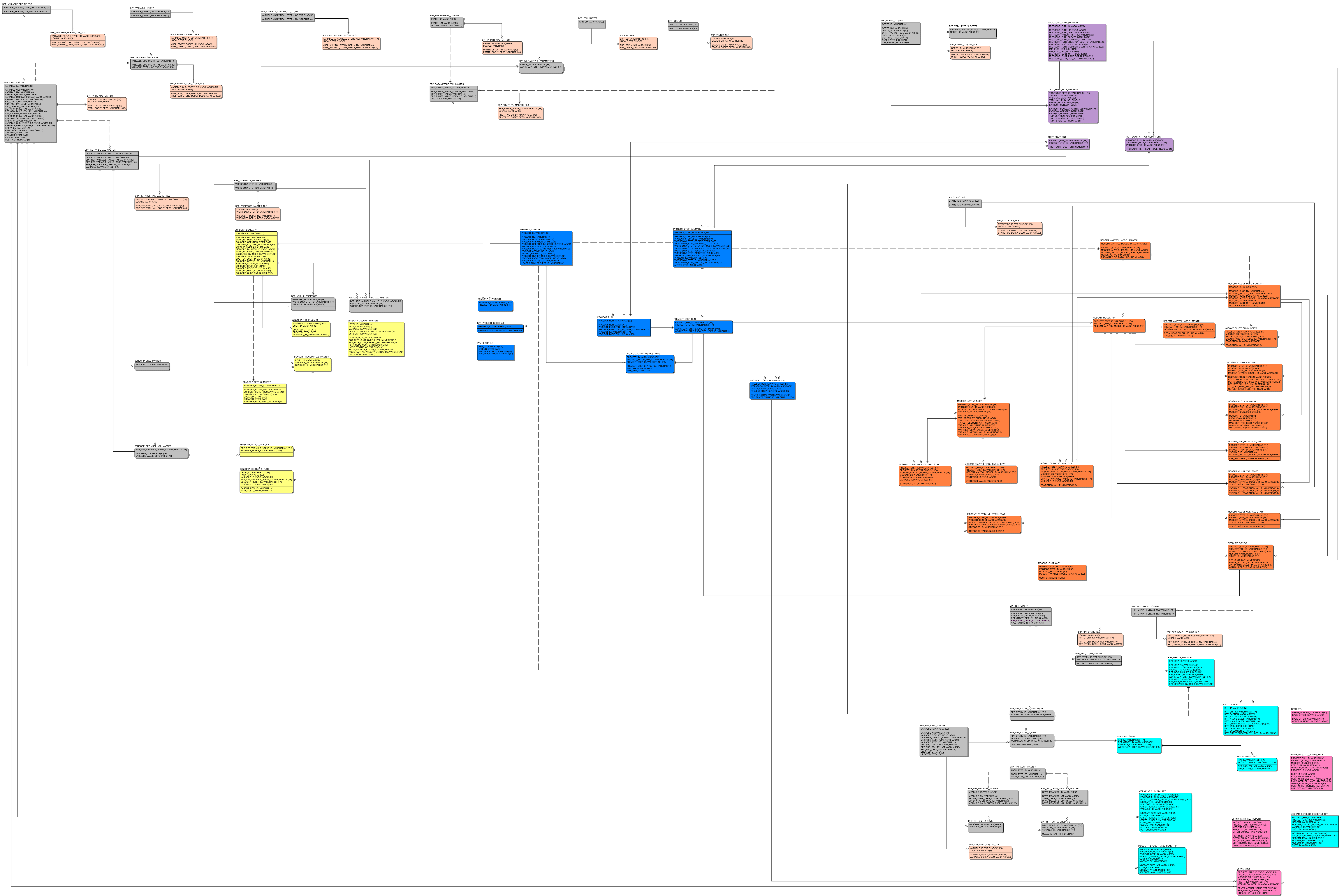
Chapter 2

Physical Data Model Diagram for Core Application Tables

| | |
|-------------------------------|---|
| Core Application Tables | 7 |
|-------------------------------|---|

Core Application Tables

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



Chapter 3

Physical Data Model Diagram for Project-Specific Tables

| | |
|-------------------------------|---|
| Project-Specific Tables | 9 |
|-------------------------------|---|

Project-Specific Tables

The physical data model diagram for the Project-Specific tables is shown on the next page.

Legend

| |
|------------------------------------|
| Application Configuration |
| NLS Information |
| Business Grouping Information |
| Project related Information |
| Target Definition Information |
| Micro-Segmentation Information |
| Offer Ranking Information |
| Application Reporting Information |
| Application Interfaces Information |

BSNSGRP_X_BPP_FLTR_X_CUST

| |
|-------------------------------------|
| CUST_SK: NUMERIC(10) |
| CUST_ID: VARCHAR(32) |
| BSNSGRP_FILTER_ID: VARCHAR(32) (FK) |

CUST_DTL

| |
|---|
| CUST_ID: VARCHAR(32) |
| CUST_ADDRESS_POSTAL_CD: VARCHAR(10) |
| ANALYTICAL_SEGMENT_CD: VARCHAR(10) |
| PROCESSED_DTTM: DATE |
| DATA_USG_ARPU_BAND: VARCHAR(10) |
| VOICE_USG_ARPU_BAND: VARCHAR(10) |
| MESSAGE_USG_ARPU_BAND: VARCHAR(10) |
| GROSS_USG_ARPU_BAND: VARCHAR(10) |
| BILL_ARPU_BAND: VARCHAR(10) |
| CHURN_BAND_CD: VARCHAR(10) |
| PROFITABILITY_BAND_CD: VARCHAR(10) |
| AGE_BAND_CD: VARCHAR(10) |
| CUST_TYPE_CD: VARCHAR(10) |
| CUST_CREDIT_CLASS_CD: VARCHAR(10) |
| IND_CUST_INCOME_RANGE_CD: VARCHAR(10) |
| IND_CUST_STD_OCCUPATION_CD: VARCHAR(10) |
| IND_CUST_ETHINICITY_CD: VARCHAR(10) |
| IND_CUST_GENDER_CD: VARCHAR(10) |
| IND_CUST_EDUCATION_LEVEL_CD: VARCHAR(10) |
| IND_CUST_MARITAL_STATUS_CD: VARCHAR(10) |
| BASE_OFFER_ID: VARCHAR(32) |
| BASE_OFFER_NM: VARCHAR(40) |
| BASE_OFFER_TYPE_CD: VARCHAR(10) |
| BASE_OFFER_CUST_TYPE_CD: VARCHAR(10) |
| BASE_OFFER_PYMNT_MODE_CD: VARCHAR(10) |
| BASE_OFFER_SEGMENT_CD: VARCHAR(10) |
| CITY_CD: VARCHAR(10) |
| STATE_CD: VARCHAR(10) |
| COUNTY_CD: VARCHAR(10) |
| REGION_CD: VARCHAR(10) |
| COUNTRY_CD: VARCHAR(10) |
| OFFER_BUNDLE_ID: VARCHAR(32) |
| OFFER_BUNDLE_NM: VARCHAR(40) |
| SALES_CHANNEL_ID: VARCHAR(32) |
| ANALYTICAL_MODEL_ID: VARCHAR(32) |
| CAMPAIGN_CD: VARCHAR(10) |
| CUST_ACQUIRING_CHANNEL_ID: VARCHAR(32) |
| CUST_MANAGING_CHANNEL_ID: VARCHAR(32) |
| ACQUIRING_CAMPAIGN_CD: VARCHAR(10) |
| CUST_STATUS_CD: VARCHAR(10) |
| IND_CUST_CSP_EMPLOYEE_IND: CHAR(1) |
| ORG_CUST_ORG_TYPE_CD: VARCHAR(10) |
| ORG_CUST_SEGMENT_TYPE_CD: VARCHAR(10) |
| IND_CUST_SEGMENT_TYPE_CD: VARCHAR(10) |
| IND_OCCUPATION_INDUSTRY_GRP_CD: VARCHAR(10) |
| ANALYTICAL_MODEL_SEGMENT_CNCT: VARCHAR(100) |
| AGRMNT_TYPE_CD: VARCHAR(10) |
| BPP_AVAILABLE_IND: CHAR(1) |
| CUST_SK: NUMERIC(8) |
| LOYALTY_CATEGORY_CD: VARCHAR(10) |
| ELIGIBILITY_COMBINATION_ID: VARCHAR(32) |
| TENURE_ON_NETWORK_BAND: VARCHAR(10) |
| CUST_ACQUIRING_CHANNEL_NM: VARCHAR(40) |
| CUST_MANAGING_CHANNEL_NM: VARCHAR(40) |
| SALES_CHANNEL_NM: VARCHAR(40) |
| EXPECTED_TENURE_IN_DAYS: INTEGER |
| CLTV: NUMERIC(15,3) |
| CHV: NUMERIC(15,3) |

BILLRECALC_NONUSG_DTL

| |
|---|
| PROJECT_STEP_ID: VARCHAR(32) (FK) |
| CUST_ID: VARCHAR(32) (FK) |
| OFFER_BUNDLE_ID: VARCHAR(32) (FK) |
| PRODUCT_ID: VARCHAR(32) |
| SERVICE_ID: VARCHAR(32) |
| CHARGE_TYPE: VARCHAR(10) |
| CHARGE_GROUP_CODE: VARCHAR(10) |
| PROJECT_RUN_ID: VARCHAR(32) (FK) |
| MCSGMT_SK: NUMERIC(10) (FK) |
| OFFER_ID: VARCHAR(32) |
| BILL_END_DT: DATE (FK) |
| BILL_NONUSG_AMT: NUMERIC(15,3) |
| BILL_NONUSG_DISCOUNT_AMT: NUMERIC(15,3) |
| SOURCE_SYSTEM_CD: VARCHAR(10) |
| PROCESSED_DTTM: DATE |
| BILL_CYCLE_CD: VARCHAR(10) |

MCSGMT_CUST_MEM_DTLS

| |
|---|
| MCSGMT_SK: NUMERIC(10) (FK) |
| PROJECT_STEP_ID: VARCHAR(32) |
| PROJECT_RUN_ID: VARCHAR(32) |
| CUST_SK: NUMERIC(10) |
| MCSGMT_ANYTICL_MODEL_ID: VARCHAR(32) |
| DIST_FRM_ORIG_MCSGMT_CENTROID: NUMERIC(15,4) |
| DIST_FRM_SHFTD_MCSGMT_CENTROID: NUMERIC(15,4) |
| REP_CUST_IND: CHAR(1) |
| CUST_OUTLIER_EXIST_IND: CHAR(1) |
| SPREAD_BUCKET_ID: VARCHAR(32) |
| ELIGIBILITY_ID: VARCHAR(32) |
| SAMPLE_CUST_IND: CHAR(1) |
| CUST_ID: VARCHAR(32) |

BILLRECALC_DTL

| |
|-----------------------------------|
| PROJECT_STEP_ID: VARCHAR(32) (FK) |
| PROJECT_RUN_ID: VARCHAR(32) (FK) |
| MCSGMT_SK: NUMERIC(10) (FK) |
| CUST_ID: VARCHAR(32) |
| OFFER_BUNDLE_ID: VARCHAR(32) |
| BILL_END_DT: DATE |
| BILL_CYCLE_CD: VARCHAR(10) |
| BASE_OFFER_ID: VARCHAR(32) |
| TOTAL_BILL_AMT: NUMERIC(15,3) |
| TOTAL_DISCOUNT_AMT: NUMERIC(15,3) |
| NEW_OFFER_BUNDLE_IND: CHAR(1) |
| COMPETITOR_OFFER_IND: CHAR(1) |
| CURR_OFFER_BUNDLE_IND: CHAR(1) |
| SOURCE_SYSTEM_CD: VARCHAR(10) |
| PROCESSED_DTTM: DATE |

BILLRECALC_USG_DTL

| |
|--------------------------------------|
| PROJECT_STEP_ID: VARCHAR(32) (FK) |
| CUST_ID: VARCHAR(32) (FK) |
| OFFER_BUNDLE_ID: VARCHAR(32) (FK) |
| PRODUCT_ID: VARCHAR(32) |
| SERVICE_ID: VARCHAR(32) |
| EVENT_TYPE_ID: VARCHAR(32) |
| PROJECT_RUN_ID: VARCHAR(32) (FK) |
| MCSGMT_SK: NUMERIC(10) (FK) |
| BILL_END_DT: DATE (FK) |
| BILL_CYCLE_CD: VARCHAR(10) |
| BILL_USG_AMT: NUMERIC(15,3) |
| BILL_USG_DISCOUNT_AMT: NUMERIC(15,3) |
| SOURCE_SYSTEM_CD: VARCHAR(10) |
| PROCESSED_DTTM: DATE |

OFFER_ASSMBLY_DTL

| |
|-----------------------------------|
| PROJECT_STEP_ID: VARCHAR(32) (FK) |
| PROJECT_RUN_ID: VARCHAR(32) (FK) |
| CUST_ID: VARCHAR(32) |
| OFFER_BUNDLE_ID: VARCHAR(32) |
| MCSGMT_SK: NUMERIC(10) |
| NEW_OFFER_BUNDLE_IND: CHAR(1) |
| COMPETITOR_OFFER_IND: CHAR(1) |
| SOURCE_SYSTEM_CD: VARCHAR(10) |
| PROCESSED_DTTM: DATE |

OFRNK_RNKD_MCSGMT_OFFERS

| |
|--------------------------------------|
| PROJECT_RUN_ID: VARCHAR(32) |
| PROJECT_STEP_ID: VARCHAR(32) |
| MCSGMT_SK: NUMERIC(10) |
| REP_CUST_SK: NUMERIC(10) |
| OFFER_BUNDLE_ID: VARCHAR(32) |
| MCSGMT_ANYTICL_MODEL_ID: VARCHAR(32) |
| OFFER_BUNDLE_RANK: NUMERIC(6) |
| OFFER_SCORE_ACTUAL: NUMERIC(15,4) |
| OFFER_SCORE_RELATIVE: NUMERIC(15,4) |
| TIER_CLUSTER_ID: VARCHAR(32) |

OFRNK_WTRGT_SGMT_VALS

| |
|---|
| VARIABLE_ID: VARCHAR(32) (FK) |
| PROJECT_RUN_ID: VARCHAR(32) (FK) |
| PROJECT_STEP_ID: VARCHAR(32) (FK) |
| MCSGMT_SK: NUMERIC(10) (FK) |
| REP_CUST_SK: NUMERIC(10) (FK) |
| OFFER_BUNDLE_ID: VARCHAR(32) (FK) |
| MCSGMT_ANYTICL_MODEL_ID: VARCHAR(32) (FK) |
| VARIABLE_WT: NUMERIC(15,4) |

TRGT_SGMT_FLTR_X_CUST

| |
|-----------------------------------|
| PROJECT_RUN_ID: VARCHAR(32) (FK) |
| PROJECT_STEP_ID: VARCHAR(32) (FK) |
| CUST_ID: VARCHAR(32) |
| CUST_SK: NUMERIC(10) |

OFRNK_RNKD_CUST_OFFERS

| |
|--------------------------------------|
| PROJECT_STEP_ID: VARCHAR(32) |
| PROJECT_RUN_ID: VARCHAR(32) |
| MCSGMT_ANYTICL_MODEL_ID: VARCHAR(32) |
| MCSGMT_SK: NUMERIC(10) |
| REP_CUST_SK: NUMERIC(10) |
| OFFER_BUNDLE_ID: VARCHAR(32) |
| CUST_SK: NUMERIC(10) |
| OFFER_BUNDLE_RANK: NUMERIC(6) |

OFRNK_BILL_SUMM_RPT

| |
|---|
| PROJECT_STEP_ID: VARCHAR(32) (FK) |
| PROJECT_RUN_ID: VARCHAR(32) (FK) |
| MCSGMT_ANYTICL_MODEL_ID: VARCHAR(32) (FK) |
| MCSGMT_SK: NUMERIC(10) (FK) |
| REP_CUST_SK: NUMERIC(10) (FK) |
| OFFER_BUNDLE_ID: VARCHAR(32) (FK) |
| MCSGMT_BUSS_NM: VARCHAR(40) |
| CUST_ID: VARCHAR(32) |
| OFFER_BUNDLE_RNK: NUMERIC(6) |
| OFFER_BUNDLE_NM: VARCHAR(40) |
| CURR_OFFR_BILL_AMT: NUMERIC(15,3) |
| RNKD_OFFR_BILL_AMT: NUMERIC(15,3) |
| BILL_DIFF_AMT: NUMERIC(15,3) |
| PCT_CHG: NUMERIC(9,4) |
| CURR_OFFER_BUNDLE_IND: CHAR(1) |

OFRNK_RNKD_CUST_BILL_DTL

| |
|--------------------------------------|
| PROJECT_STEP_ID: VARCHAR(32) |
| PROJECT_RUN_ID: VARCHAR(32) |
| MCSGMT_SK: NUMERIC(10) |
| CUST_SK: NUMERIC(10) |
| OFFER_BUNDLE_RNK: NUMERIC(6) |
| REP_CUST_SK: NUMERIC(10) |
| CUST_ID: VARCHAR(32) |
| OFFER_BUNDLE_NM: VARCHAR(40) |
| CURR_BILL_AMT: NUMERIC(15,3) |
| REP_CUST_ID: VARCHAR(32) |
| PCT_CHG: NUMERIC(9,4) |
| PRECISE_BILL_AMT: NUMERIC(15,3) |
| PRECISE_OFFER_BUNDLE_NM: VARCHAR(40) |

Chapter 4

Physical Data Model Diagram for Business Data Tables

| | |
|-----------------------------------|-----------|
| Business Data Tables | 11 |
|-----------------------------------|-----------|

Business Data Tables

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

Legend

| |
|------------------------------------|
| Application Configuration |
| NLS Information |
| Business Grouping Information |
| Project related Information |
| Target Definition Information |
| Micro-Segmentation Information |
| Offer Ranking Information |
| Application Reporting Information |
| Application Interfaces Information |

CUST_DTL

| |
|---|
| CUST_ID: VARCHAR(32) |
| CUST_ADDRESS_POSTAL_CD: VARCHAR(10) ANALYTICAL_SEGMENT_CD: VARCHAR(10) PROCESSED_DTTM: DATE DATA_USG_ARPU_BAND: VARCHAR(10) VOICE_USG_ARPU_BAND: VARCHAR(10) MESSAGE_USG_ARPU_BAND: VARCHAR(10) GROSS_USG_ARPU_BAND: VARCHAR(10) BILL_ARPU_BAND: VARCHAR(10) CHURN_BAND_CD: VARCHAR(10) PROFITABILITY_BAND_CD: VARCHAR(10) AGE_BAND_CD: VARCHAR(10) CUST_TYPE_CD: VARCHAR(10) CUST_CREDIT_CLASS_CD: VARCHAR(10) IND_CUST_INCOME_RANGE_CD: VARCHAR(10) IND_CUST_STD_OCCUPATION_CD: VARCHAR(10) IND_CUST_ETHINICITY_CD: VARCHAR(10) IND_CUST_GENDER_CD: VARCHAR(10) IND_CUST_EDUCATION_LEVEL_CD: VARCHAR(10) IND_CUST_MARITAL_STATUS_CD: VARCHAR(10) BASE_OFFER_ID: VARCHAR(32) BASE_OFFER_NM: VARCHAR(40) BASE_OFFER_TYPE_CD: VARCHAR(10) BASE_OFFER_CUST_TYPE_CD: VARCHAR(10) BASE_OFFER_PYMNT_MODE_CD: VARCHAR(10) BASE_OFFER_SEGMENT_CD: VARCHAR(10) CITY_CD: VARCHAR(10) STATE_CD: VARCHAR(10) COUNTY_CD: VARCHAR(10) REGION_CD: VARCHAR(10) COUNTRY_CD: VARCHAR(10) OFFER_BUNDLE_ID: VARCHAR(32) OFFER_BUNDLE_NM: VARCHAR(40) SALES_CHANNEL_ID: VARCHAR(32) ANALYTICAL_MODEL_ID: VARCHAR(32) CAMPAIGN_CD: VARCHAR(10) CUST_ACQUIRING_CHANNEL_ID: VARCHAR(32) CUST_MANAGING_CHANNEL_ID: VARCHAR(32) ACQUIRING_CAMPAIGN_CD: VARCHAR(10) CUST_STATUS_CD: VARCHAR(10) IND_CUST_CSP_EMPLOYEE_IND: CHAR(1) ORG_CUST_ORG_TYPE_CD: VARCHAR(10) ORG_CUST_SEGMENT_TYPE_CD: VARCHAR(10) IND_CUST_SEGMENT_TYPE_CD: VARCHAR(10) IND_OCCUPATION_INDUSTRY_GRP_CD: VARCHAR(10) ANALYTICAL_MODEL_SEGMENT_CNCT: VARCHAR(100) AGRMNT_TYPE_CD: VARCHAR(10) BPP_AVAILED_IND: CHAR(1) CUST_SK: NUMERIC(8) LOYALTY_CATEGORY_CD: VARCHAR(10) ELIGIBILITY_COMBINATION_ID: VARCHAR(32) TENURE_ON_NETWORK_BAND: VARCHAR(10) CUST_ACQUIRING_CHANNEL_NM: VARCHAR(40) CUST_MANAGING_CHANNEL_NM: VARCHAR(40) SALES_CHANNEL_NM: VARCHAR(40) EXPECTED_TENURE_IN_DAYS: INTEGER CLTV: NUMERIC(15,3) CHV: NUMERIC(15,3) |

BSNSGRP_X_BPP_FLTR_X_CUST

| |
|---|
| CUST_SK: NUMERIC(10) |
| CUST_ID: VARCHAR(32) BSNSGRP_FILTER_ID: VARCHAR(32) (FK) |

Chapter 5

Physical Data Model Diagram for Interface Tables

| | |
|------------------------|----|
| Interface Tables | 13 |
|------------------------|----|

Interface Tables

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

Legend

Application Interfaces Information

BPP_INF_PRM

| |
|-------------------------------|
| PRM_ID: VARCHAR(32) |
| PRM_NM: VARCHAR(40) |
| PRM_DFT_VAL: VARCHAR(40) |
| SOURCE_SYSTEM_CD: VARCHAR(10) |
| PROCESSED_DTTM: DATE |

BPP_INF_PRM_DTL

| |
|-------------------------------|
| PRM_ID: VARCHAR(32) |
| SESSION_ID: VARCHAR(32) |
| PROJECT_RUN_ID: VARCHAR(32) |
| PROJECT_ID: VARCHAR(32) |
| PRM_VAL: VARCHAR(40) |
| SOURCE_SYSTEM_CD: VARCHAR(10) |
| PROCESSED_DTTM: DATE |

BPP_INF_NW_OFFER_BUNDLES

| |
|---------------------------------|
| OFFER_BUNDLE_ID: VARCHAR(32) |
| OFFER_ID: VARCHAR(32) |
| OFFER_BUNDLE_NM: VARCHAR(40) |
| OFFER_BUNDLE_DESC: VARCHAR(500) |
| BASE_OFFER_IND: CHAR(1) |
| CREATED_SESSION_ID: VARCHAR(32) |
| CATALOG_VERSION: NUMERIC(6) |
| PROCESSED_DTTM: DATE |

BPP_INF_STATUS

| |
|-------------------------------|
| STATUS_CD: VARCHAR(10) |
| SOURCE_SYSTEM_CD: VARCHAR(10) |

BPP_INF_STATUS_NLS

| |
|---------------------------------|
| STATUS_CD: VARCHAR(10) |
| LOCALE: VARCHAR(5) |
| STATUS_DSPLY_NM: VARCHAR(40) |
| STATUS_DSPLY_DESC: VARCHAR(500) |

BPP_INF_ERROR

| |
|----------------------|
| ERR_CD: VARCHAR(100) |
|----------------------|

BPP_INF_ERROR_NLS

| |
|------------------------------|
| ERR_CD: VARCHAR(100) |
| LOCALE: VARCHAR(5) |
| ERR_DSPLY_NM: VARCHAR(40) |
| ERR_DSPLY_DESC: VARCHAR(500) |

BPP_INF_AUDIT

| |
|----------------------------------|
| SESSION_ID: VARCHAR(32) |
| INTERACTION_TYPE_CD: VARCHAR(10) |
| SOURCE_SYSTEM_CD: VARCHAR(10) |
| EXECUTION_STATUS_CD: VARCHAR(10) |
| ERR_CD: VARCHAR(10) |
| DATA_COUNT: NUMERIC(10) |
| PROCESSED_DTTM: DATE |

Part 3

Data Dictionary

| | |
|---|------------|
| <i>Chapter 6</i> | |
| Table Descriptions of Application Tables | 17 |
| <i>Chapter 7</i> | |
| Column Descriptions of Core Application Tables | 27 |
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Chapter 6

Table Descriptions of Application Tables

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|--------------------------------------|-----------|
| Core Application Tables | 17 |
| Project-Specific Tables | 23 |
| Business Data Tables | 24 |
| Interface Tables | 25 |

Core Application Tables

Table 6.1 Core Application Tables

| Table Name | Description |
|---------------------------|---|
| BPP_ERR_MASTER | Contains codes for error-based scenarios that are anticipated during the application processes. |
| BPP_ERR_NLS | Defines the localized values for error codes that are used in the application. |
| BPP_OPRTR_MASTER | Contains the mathematical operators that are supported in the application. |
| BPP_OPRTR_MASTER_NLS | Defines the localized values of mathematical operators that are used in the application. |
| BPP_PARAMETERS_MASTER | Contains all customizable parameter definitions that are used in the application. These parameters are applied at application level, project level, or workflow step level. |
| BPP_PARAMETERS_VAL_MASTER | Contains the values of all parameters that are used in the application. |
| BPP_PRMTR_MASTER_NLS | Defines the localized values of names of parameters that are used in the application. |
| BPP_PRMTR_VL_MASTER_NLS | Defines the localized values of the parameter values. |
| BPP_PROJECT_SCHEDULE | Stores the project identifiers and recommended batch frequency such as monthly or weekly for projects that are promoted to batch mode. |

| Table Name | Description |
|-----------------------------|--|
| BPP_REF_VRBL_VAL_MASTER | Contains values of all categorical and band-type variables that are displayed in the application UI. |
| BPP_REF_VRBL_VAL_MASTER_NLS | Defines the localized values of variables that are used in the application. |
| BPP_RPT_AGGR_MASTER | Stores variable aggregations that are supported by the reporting module of the application. |
| BPP_RPT_CTGRY | Contains definitions of reporting categories. |
| BPP_RPT_CTGRY_NLS | Defines the localized values for reporting category definitions. |
| BPP_RPT_CTGRY_SRCTBL | Contains the source table to populate reports that are defined for a specific reporting category. For example, prepaid and postpaid projects can have separate reporting source tables. |
| BPP_RPT_CTGRY_X_VRBL | Specifies the variables that are used for defining reports of a certain reporting category. |
| BPP_RPT_CTGRY_X_WKFLWSTP | Contains the appropriate combinations of reporting category and workflow step. |
| BPP_RPT_DRVD_MEASURE_MASTER | Stores the derived measure definitions that are used by the reporting module of the application. |
| BPP_RPT_GRAPH_FORMAT | Contains the graphical formats that are supported by the reporting module of the application. |
| BPP_RPT_GRAPH_FORMAT_NLS | Defines the localized values of graphical formats that are displayed in the application reports. |
| BPP_RPT_MEASURE_MASTER | Stores the measure definitions that are supported by the reporting module of the application. |
| BPP_RPT_MSR_X_DRVD_MSR | Contains the definition or composition of derived measures by using the supported measures. These measures are used in the application reports. |
| BPP_RPT_MSR_X_VRBL | Contains the definition of measures that are used in the application reports based on business variables. |
| BPP_RPT_VRBL_MASTER | Contains the reporting variable definitions. This table also stores the source information for variable values that are displayed in the UI and the base tables from which variable data is retrieved. |
| BPP_RPT_VRBL_MASTER_NLS | Defines the localized values for reporting variable names. |
| BPP_STATISTICS | Contains information about the statistics that are used in the application. |
| BPP_STATISTICS_NLS | Defines the localized values for statistical names that are used in the application. |

| Table Name | Description |
|-------------------------------|--|
| BPP_STATUS | Contains status codes that are generated by different application workflow processes. |
| BPP_STATUS_NLS | Defines the localized values for status codes that are used in the application. |
| BPP_VARIABLE_ANALYTICAL_CTGRY | Contains the possible categories of variables such as usage, non-usage, recent, and supplementary. These categories are used by the analytical components of the solution. |
| BPP_VARIABLE_CTGRY | Stores the categories of variables. |
| BPP_VARIABLE_CTGRY_NLS | Defines the localized values for category definitions of variables. |
| BPP_VARIABLE_PRFLNG_TYP | Stores the definitions of variables of profiling type. |
| BPP_VARIABLE_PRFLNG_TYP_NLS | Defines the localized values for definition of variables of profiling type. |
| BPP_VARIABLE_SUB_CTGRY | Stores the subcategories of variables. |
| BPP_VARIABLE_SUB_CTGRY_NLS | Defines the localized values for subcategory definitions of variables. |
| BPP_VRBL_ANLYTCL_CTGRY_NLS | Defines the localized names for category definitions of analytical variables. |
| BPP_VRBL_MASTER | Contains the business variable definitions. The reference table also stores the source information for variable values that are displayed in the UI. It also stores information for base tables from which variable data is retrieved. |
| BPP_VRBL_MASTER_NLS | Defines the localized values for business variable names. |
| BPP_VRBL_TYPE_X_OPRTR | Stores the appropriate combination of variable profiling types and operators. |
| BPP_VRBL_X_WKFLWSTP | Contains the association of business variables and workflow steps in which they are applicable. |
| BPP_WKFLWSTP_MASTER | Contains definitions of workflow steps that configured in the application and descriptions of these workflow steps. |
| BPP_WKFLWSTP_MASTER_NLS | Defines the localized values for workflow step names. |
| BPP_WKFLWSTP_X_PARAMETERS | Contains the association of parameters and workflow steps in which they are applicable. |
| BSNSGRP_DECOMP_LVL_MASTER | Contains the number and order of a variable and value selection that is enabled for defining a business group using the UI. |
| BSNSGRP_DECOMP_MASTER | Contains the customer information in a form that can be used by the decomposition tree and in business group definition. |

| Table Name | Description |
|---------------------------------|--|
| BSNSGRP_DECOMP_X_FLTR | Stores the variable values that are selected in filter definitions and unique filters that are associated with a business group. This table is used in the implementation of the decomposition tree. It helps in refreshing the node counts and the BSNSGRP_DECOMP_MASTER table based on the variable value that the user selects. |
| BSNSGRP_FLTR_SUMMARY | Stores the summary and audit-level information about business group filters, such as creation and modification date. |
| BSNSGRP_FLTR_X_VRBL_VAL | Stores the composition of variable values for a business group filter definition. |
| BSNSGRP_REF_VRBL_VAL_MASTER | Contains the values for variables that are used in business group definitions. |
| BSNSGRP_SUMMARY | Stores the summary and audit-level information about business group, such as creation and modification date, and associated customer count. |
| BSNSGRP_VRBL_MASTER | Contains information about variables that are used in business group definitions. The table also stores the source information for variable values that are to be displayed in the UI, and base tables from which variable data is retrieved. |
| BSNSGRP_X_BPP_USERS | Contains information about user assignment to business groups. A user who is assigned to a particular business group can create projects and view data within that business group. |
| BSNSGRP_X_PROJECT | Stores the association of projects with business groups. |
| MCSGMT_ABT_VRBLLIST | Stores information about variables that are used in microsegmentation for a project, such as analytical recommended, selected by (business) user, indicators and statistics of these variables. |
| MCSGMT_ANALYTCL_MODEL_MASTER | Stores the analytical model definitions for models that are built on the target segment of a project. It is possible to build multiple models on the same target segment. However, in the current release, only one model is supported in the application workflow. |
| MCSGMT_ANALYTCL_MODEL_MONTR | Stores the CHI_SQ statistics value and recalibration recommendation for each project run of microsegmentation models. |
| MCSGMT_ANALYTCL_VRBL_OVRAL_STAT | Stores statistics calculated for analytical variables on the target segment population. |
| MCSGMT_CLSTR_ANALYTCL_VRBL_STAT | Stores statistics calculated for analytical variables on population for each microsegment. |
| MCSGMT_CLSTR_SUMM_RPT | Enables to surface report on statistics that is calculated for each microsegment in a project. |

| Table Name | Description |
|------------------------------|--|
| MCSGMT_CLSTR_TS_VRBL_STAT | Stores the statistics for variables that are used in the target segment definition, and calculated on population for each microsegment |
| MCSGMT_CLUST_DESC_SUMMARY | Stores summary information about microsegments for a project, such as analytical profiling description and business description that the user specifies in the UI. |
| MCSGMT_CLUST_OVERALL_STATS | Stores the statistical information about all microsegments for an analytical model. |
| MCSGMT_CLUST_SUMM_STATS | Stores the statistical information about microsegments for an analytical model. |
| MCSGMT_CLUSTER_MONTR | Stores statistical information such as percent distribution and standard deviation for customers of microsegments in a project run. These values are calculated for both sample and entire population. |
| MCSGMT_CUST_CNT | Stores the number of customers for each microsegment in an analytical model. |
| MCSGMT_MODEL_RUN | Contains the analytical model run for a project run. |
| MCSGMT_REPCUST_DESCSTAT_RPT | Contains the individual and microsegment level values of descriptive statistics for analytical variables for each representative customer in a microsegment. |
| MCSGMT_REPCUST_VRBL_SUMM_RPT | Contains the individual and microsegment level average values for business variables for each representative customer in a microsegment. |
| MCSGMT_TS_VRBL_VL_OVRAL_STAT | Stores the statistics for variables that are used in target segment definition and are calculated on the entire target segment population. |
| OA_PROMO_TYPE_MASTER | Contains details about promotion types that are used in the Prepaid Offer Assembly workflow step. |
| OA_SERVICE_MASTER | Contains the service definitions. This table also contains the source information of services that is retrieved from the Microsegment ABT. |
| OA_SERVICE_MASTER_NLS | Defines the localized values for service names that are used in the application. |
| OA_SERVICE_X_PROMO_TYPE | Contains valid combinations of services and promotion types. |
| OA_PREPAID_SERVICE_CONF | Contains the configuration details of services that are applicable for the Prepaid Offer Assembly workflow step. This information is captured for only design run. |
| OFFR_DTL | Stores the composition of offer bundles. This table is populated by using offer definitions in the Foundation data mart and is used by the offer ranking processes. |

| Table Name | Description |
|----------------------------|---|
| OFRNK_MCSGMT_OFFERS_DTLS | Stores the output of offer ranking at microsegment level. This table also contains information such as bill amount on current and candidate offer for each representative customer. |
| OFRNK_RNKD_REV_REPORT | Contains information about each representative customer such as average revenue (average of revenue for all customers associated with the representative customer) for a candidate offer. |
| OFRNK_VRBL | Contains variable-based parameter values that are input for offer ranking at microsegment level. This information is captured for each project run. |
| OFRNK_VRBL_SUMM_RPT | Contains comparison of revenue amounts on ranked offer and current offer for a variable for a representative customer in a microsegment. |
| PRJ_X_ERR_LG | Contains the error information that is displayed for a project run. |
| PROJECT_RUN | Contains audit information for each project run. |
| PROJECT_STEP_RUN | Contains audit information for workflow steps that is associated with each project run. |
| PROJECT_STEP_SUMMARY | Stores the creation, modification and execution details of workflow steps for each project run. |
| PROJECT_SUMMARY | Stores the summary or audit information about projects, such as creation and modification date, associated business group, and owner. |
| PROJECT_X_CONFIG_PARAMETER | Stores actual values of customizable parameters, which are inputs for a project run. |
| PROJECT_X_WKFLWSTP_STATUS | Contains audit information and status for workflow steps associated with batch run of a project. |
| REPCUST_CONFIG | Contains parameter values that are inputs for the representative customer selection process. These values are captured for each microsegment for each project run. Also, for each project run, this table stores the count of representative customers that are selected in each microsegment. |
| RPT_ELEMENT | Stores the application report definition that is based on user selections for content and display format, and audit information about execution of reporting element. One or more reporting elements form a reporting group, which is the technical equivalent of a user-defined business report. |
| RPT_ELEMENT_SRC | Contains the input table that is required to surface a report for a project run. The application code consumes this information to support reporting. |

| Table Name | Description |
|-------------------------------|---|
| RPT_GROUP_SUMMARY | Stores summary information about an application report, such as reporting group name, description, and bookmark indicator. Reporting group is the technical equivalent of a business report defined by the user and can contain one or more reporting elements. |
| RPT_VRBL_SUMM | Contains variables that are associated with a report definition. |
| TRGT_SGMT_CNT | Stores customer counts that are eligible to a target segment. These counts are stored for each run of a project. |
| TRGT_SGMT_FLTR_EXPRSSN | Contains the details that are specified in the filter expression of a target segment filter definition. |
| TRGT_SGMT_FLTR_SUMMARY | Stores the summary or audit information about target segment filter. This information includes creation and modification date, associated customer counts, associations, and relative customer population ratios to parent filters. |
| TRGT_SGMT_X_TRGT_SGMT_FLTR | Stores the association of target segment and participating target segment filter definitions. |
| WKFLWSTP_AVBL_VRBL_VAL_MASTER | Contains all variables that can be used for a particular workflow step. |

Project-Specific Tables

Table 6.2 *Project-Specific Tables*

| Table Name | Description |
|-----------------------|--|
| BILLRECALC_DTL | Stores the result of the invoice recalculation process. For each run of a project, this table contains the calculated total bill or the discounted amount. The amount is calculated for each representative customer on an eligible offer bundle. |
| BILLRECALC_NONUSG_DTL | Stores the result of the invoice recalculation process. For each run of a project, this table contains the calculated bill or the discounted amount that is applicable for non-usage charge type. The amount is calculated at service, product, or offer level. Also, the amount is calculated for each representative customer on an eligible offer bundle. |
| BILLRECALC_USG_DTL | Stores the result of the invoice recalculation process. For each run of a project, this table contains the calculated usage-based bill or the discounted amount. The amount is calculated for each representative customer on an eligible offer bundle. |

| Table Name | Description |
|--------------------------|--|
| MCSGMT_CUST_MEM_DTLS | Stores the tagging of customers in a target segment to microsegments for each run of a project. Also, for each customer in the microsegment, this table stores information such as distance of the customer from the shifted and original centroid, representative customer flag, customer outlier flag, spread bucket identifier, and eligibility identifier. |
| OFFER_ASSMBLY_DTL | Stores the result of the offer assembly process. For each project run, this table contains the list of eligible offer bundles for each combination of representative customer and offer bundle. |
| OFRNK_BILL_SUMM_RPT | Contains comparison of bill amounts on the ranked offer and the current offer for a representative customer in a microsegment. |
| OFRNK_RNKD_CUST_BILL_DTL | Stores the output of offer ranking at customer level. This table also contains information such as bill amount on current and candidate offer. |
| OFRNK_RNKD_CUST_OFFERS | Stores the number of best offers in ranked order and the associated scoring information for each customer in a microsegment. These results are stored for each run of a project. The number of best offers that are to be produced is specified by the user in the UI. |
| OFRNK_RNKD_MCSGMT_OFFERS | Stores the number of best offers in ranked order and the associated scoring information for each representative customer in a microsegment. These results are stored for each run of a project. The number of best offers that are to be produced is specified by the user in the UI. |
| OFRNK_WTRGT_SGMT_VALS | Stores weighted values that are assigned to performance measure variables. These values are output of the offer ranking process. |
| TRGT_SGMT_FLTR_X_CUST | Stores the customer associations to a target segment filter definition for each project run. |

Business Data Tables

Table 6.3 Business Data Tables

| Table Name | Description |
|---------------------------|---|
| BSNSGRP_X_BPP_FLTR_X_CUST | Stores the customer counts that are associated with a business group filter. |
| CUST_DTL | Contains customer information that is required in the application context. This table is synchronized with the refresh of the Foundation data mart. |

Interface Tables

Table 6.4 *Interface Tables*

| Table Name | Description |
|--------------------------|--|
| BPP_INF_AUDIT | Contains audit information for all application interface communications that are between SAS and offer or billing source system components. The key columns in this table are Session ID and Source System that initiates the communication and the interaction type. The table contains the result of the operation and error codes in case of any failures. The audit and error table is used by the application for central logging. |
| BPP_INF_ERROR | Contains codes for erroneous scenarios that are anticipated during the application interface processes. |
| BPP_INF_ERROR_NLS | Defines the localized values of the error name and error description for an error that is encountered during the application interface processes. |
| BPP_INF_NW_OFFER_BUNDLES | Stores definitions of new offer bundles that are available in the offer assembly process. A new offer bundle is defined as a unique combination of offers that does not have an offer bundle associated with it in the Foundation data mart. A key field in this table is the catalog version that identifies when this new offer bundle is identified in the source system offer catalog. There is a separate data management process to coordinate proper data entries into this table and the offer bundle table in the Foundation data mart. |
| BPP_INF_PRM | Stores definitions of the offer assembly parameter, such as New Combination Indicator (indicates consider new combinations) and Filter Assigned Product Indicator (indicates disregard if product or offer is already assigned to a customer or subscription). |
| BPP_INF_PRM_DTL | Stores configuration of the offer assembly parameter values that is required for each project and each run of a project. The contents of this table is an input to the offer assembly process. |
| BPP_INF_STATUS | Contains the status codes that are generated by various source systems during the application interface processes. |
| BPP_INF_STATUS_NLS | Defines the localized values of status name and status description for the status codes that are generated during the application interface processes. |

Chapter 7

Column Descriptions of Core Application Tables

| | |
|-------------------------------|----|
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|-------------------------------|----|

Core Application Tables

Table 7.1 BPP_ERR_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|---------------|---|-------------|-------|
| ERR_CD | VARCHAR2(100) | Contains the code for the type of error that can occur during application processing. | Not Null | Yes |

Table 7.2 BPP_ERR_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------|---------------|---|-------------|-------|
| ERR_CD | VARCHAR2(100) | Contains the code for the type of error that can occur during application processing. | Not Null | Yes |
| ERR_DSPLY_DESC | VARCHAR2(500) | Contains the description of the error code that is displayed in the UI. | Null | No |
| ERR_DSPLY_NM | VARCHAR2(40) | Contains the name of the error code that is displayed in the UI. | Null | No |
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |

Table 7.3 BPP_OPRTR_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| CAT_OPRTR_IND | CHAR(1) | Indicates whether the operator can be used with categorical variables | Not Null | No |
| NUM_OPRTR_IND | CHAR(1) | Indicates whether the operator can be used with numerical variables | Not Null | No |
| OPRTR_ID | VARCHAR2(32) | Contains the unique identifier that is associated with a mathematical operator that is used in the target segment filter definition. | Not Null | Yes |
| OPRTR_NM | VARCHAR2(40) | Contains the name of the mathematical operator. | Not Null | No |
| OPRTR_VL | VARCHAR2(40) | Contains the value of the operator. | Not Null | No |
| OPRTR_VL_FOR_SQL | VARCHAR2(40) | Contains the value of the operator that is used in SQL expressions. | Not Null | No |
| SNGL_VL_IND | CHAR(1) | Indicates whether the operator can be used for a single value of a variable. | Not Null | No |
| USR_INPUT_IND | CHAR(1) | Indicates whether user input is needed for the operator that is used in the target segment definition. | Not Null | No |

Table 7.4 BPP_OPRTR_MASTER_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|---------------|--|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| OPRTR_DSPLY_DESC | VARCHAR2(500) | Contains the description of the operator that is displayed in the UI. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------|--------------|--|-------------|-------|
| OPRTR_DSPLY_VL | VARCHAR2(40) | Contains the value of the operator that is displayed in the UI. | Null | No |
| OPRTR_ID | VARCHAR2(32) | Contains the unique identifier that is associated with a mathematical operator used in the target segment filter definition. | Not Null | Yes |

Table 7.5 BPP_PARAMETERS_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| GLOBAL_PRMTR_IND | CHAR(1) | Indicates whether the parameter scope is valid for the entire application context. | Not Null | No |
| PRMTR_ID | VARCHAR2(32) | Contains the unique identifier of a parameter in the application context. | Not Null | Yes |
| PRMTR_NM | VARCHAR2(40) | Contains the name of the parameter. | Not Null | No |

Table 7.6 BPP_PARAMETERS_VAL_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------------|--------------|--|-------------|-------|
| BPP_PRMTR_VAL UE | VARCHAR2(40) | Contains the valid values for the parameter. | Not Null | No |
| BPP_PRMTR_VAL UE_DEFAULT_IND | CHAR(1) | Indicates whether the parameter value is the default value for the parameter. | Not Null | No |
| BPP_PRMTR_VAL UE_DISPLAY_IND | CHAR(1) | Indicates whether the parameter value is to be displayed on the application user interface. | Not Null | No |
| BPP_PRMTR_VAL UE_ID | VARCHAR2(32) | Contains the unique identifier associated with a value for a parameter in the application context. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|---|-------------|-------|
| PRMTR_ID | VARCHAR2(32) | Contains the unique identifier of a parameter in the application context. | Not Null | No |

Table 7.7 BPP_PRMTR_MASTER_NLSTable

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|---------------|---|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| PRMTR_DSPLY_D ESC | VARCHAR2(500) | Contains the description that is associated with the parameter that is displayed in the UI. | Null | No |
| PRMTR_DSPLY_N M | VARCHAR2(40) | Contains the name associated with the parameter that is displayed in the UI. | Null | No |
| PRMTR_ID | VARCHAR2(32) | Contains the unique identifier of a parameter in the application context. | Not Null | Yes |

Table 7.8 BPP_PRMTR_VL_MASTER_NLS

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|---------------|--|-------------|-------|
| BPP_PRMTR_VAL UE_ID | VARCHAR2(32) | Contains the unique identifier associated with a value for a parameter in the application context. | Not Null | Yes |
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| PRMTR_VL_DSPL Y_DESC | VARCHAR2(500) | Contains the description of the parameter value that is displayed in the UI. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------|--------------|--|-------------|-------|
| PRMTR_VL_DSPLY_NM | VARCHAR2(40) | Contains the name associated with the value for a parameter that is displayed in the UI. | Null | No |

Table 7.9 BPP_PROJECT_SCHEDULE Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|--------------|---|-------------|-------|
| PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated with a project. | Not Null | Yes |
| PROJECT_SCHDLF_FRQNCY | VARCHAR2(40) | Contains the recommended schedule frequency for the project in a batch mode, such as monthly or weekly. | Null | No |

Table 7.10 BPP_REF_VRBL_VAL_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------------|--------------|--|-------------|-------|
| BPP_REF_VARIABLE_DISPLAY_IND | CHAR(1) | Indicates whether the parameter is to be displayed on the application user interface. | Null | No |
| BPP_REF_VARIABLE_VALUE | VARCHAR2(40) | Stores values for dimensional attributes such as payment mode and gender. The value in this column must be the same as the corresponding column value in the Foundation data mart table. For example, the values for payment mode column must be the same as the values from the Payment_Mode table of the Foundation data mart. | Not Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|---------------|---|-------------|-------|
| BPP_REF_VARIABLE_VALUE_DESC | VARCHAR2(100) | Contains the description of the variable value. | Null | No |
| BPP_REF_VARIABLE_VALUE_ID | VARCHAR2(32) | Contains the unique identifier associated with reference value for a business variable that is used in the application. | Not Null | Yes |
| BPP_REF_VARIABLE_VALUE_NM | VARCHAR2(40) | Contains the name associated with the variable value for a business variable. | Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is used in the application. | Not Null | No |

Table 7.11 BPP_RPT_VRBL_MASTER_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------|---------------|--|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| VARIABLE_DSPLY_DESC | VARCHAR2(500) | Contains the description of the reporting variable. This description is displayed in the UI. | Null | No |
| VARIABLE_DSPLY_NM | VARCHAR2(40) | Contains the display name of the reporting variable. | Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is used in the application. | Not Null | Yes |

Table 7.12 BPP_RPT_AGGR_MASTERTable

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------|--------------|--|-------------|-------|
| AGGR_TYPE_CD | VARCHAR2(10) | Contains the code for the type of aggregation that is defined on measures. | Not Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------|---------------|--|-------------|-------|
| AGGR_TYPE_ID | VARCHAR2(32) | Contains the unique identifier for type of aggregation that is performed on a measure. | Not Null | Yes |
| AGGR_TYPE_NM | VARCHAR2(500) | Contains the name that is assigned to the aggregation type. | Not Null | No |

Table 7.13 BPP_RPT_CTGRY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|--------------|---|-------------|-------|
| AVLB_DYNMC_RPT_IND | CHAR(1) | Indicates whether the reporting category is dynamic and a user can define custom reports under this category. | Null | No |
| RPT_CTGRY_DISPLAY_IND | CHAR(1) | Indicates whether the reporting category is to be displayed in the UI. | Not Null | No |
| RPT_CTGRY_ID | VARCHAR2(32) | Contains the unique identifier for a reporting category. | Not Null | Yes |
| RPT_CTGRY_LEVEL_CD | VARCHAR2(10) | Contains the code for the level that is associated with the grain of reporting category, such as Offer and Product. | Not Null | No |
| RPT_CTGRY_NM | VARCHAR2(40) | Contains the name of the reporting category. | Not Null | No |
| RPT_CTGRY_VALID_IND | CHAR(1) | Indicates whether the reporting category is valid. | Not Null | No |

Table 7.14 BPP_RPT_CTGRY_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|-------------|--|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|---------------|---|-------------|-------|
| RPT_CTGRY_DSPLY_DESC | VARCHAR2(500) | Contains the description of the reporting category that is displayed in the UI. | Null | No |
| RPT_CTGRY_DSPLY_NM | VARCHAR2(40) | Contains the name of the reporting category that is displayed in the UI. | Null | No |
| RPT_CTGRY_ID | VARCHAR2(32) | Contains the unique identifier for a reporting category. | Not Null | Yes |

Table 7.15 BPP_RPT_CTGRY_SRCTBL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|--------------|--|-------------|-------|
| BPP_PRJ_PYMNT_MODE_CD | VARCHAR2(10) | Contains the code for a payment mode that is associated with the target population of a project. The value for this column should be the same as the value for the BPP_PAYMENT_MODE parameter in the BPP_PARAMETERS_VALUE_MASTERTABLE table. | Not Null | Yes |
| RPT_CTGRY_ID | VARCHAR2(32) | Contains the unique identifier for a reporting category. | Not Null | Yes |
| RPT_SRC_TABLE_NM | VARCHAR2(40) | Contains the table name, which sources the population of reporting variables. | Not Null | No |

Table 7.16 BPP_RPT_CTGRY_X_VRBL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------|--------------|--|-------------|-------|
| RPT_CTGRY_ID | VARCHAR2(32) | Contains the unique identifier for a reporting category. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| VRBL_MNDTRY_IND | CHAR(1) | Indicates whether it is mandatory to use the variable in reports that are defined under the specific reporting category. | Null | No |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Table 7.17 BPP_RPT_CTGRY_X_WKFLWSTP Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| RPT_CTGRY_ID | VARCHAR2(32) | Contains the unique identifier for a reporting category. | Not Null | Yes |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Table 7.18 BPP_RPT_DRVD_MEASURE_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|--------------|--|-------------|-------|
| AGGR_TYPE_ID | VARCHAR2(32) | Contains the unique identifier for type of aggregation that is performed on a measure. | Not Null | No |
| DRVD_MEASURE_ID | VARCHAR2(32) | Contains the unique identifier for a derived measure. | Not Null | Yes |
| DRVD_MEASURE_MUL_FCTR | VARCHAR2(10) | Contains the multiplication factor for calculating the true value of a derived measure. | Null | No |
| DRVD_MEASURE_NM | VARCHAR2(40) | Contains the name of the derived measure. | Not Null | No |
| DRVD_MEASURE_OPRTR | VARCHAR2(10) | Contains the operator that is used in the definition of a derived measure. Currently, this column only supports the division operator. | Not Null | No |

Table 7.19 BPP_RPT_GRAPH_FORMAT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------|--------------|--|-------------|-------|
| RPT_GRAPH_FORMAT_CD | VARCHAR2(10) | Contains the code for the graphical format that is associated with a report element. | Not Null | Yes |
| RPT_GRAPH_FORMAT_NM | VARCHAR2(40) | Contains the name of the graphical format. | Not Null | No |

Table 7.20 BPP_RPT_GRAPH_FORMAT_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|---------------|---|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| RPT_GRAPH_FORMAT_CD | VARCHAR2(10) | Contains the code for the graphical format that is associated with a report element. | Not Null | Yes |
| RPT_GRAPH_FORMAT_DSPLY_DESC | VARCHAR2(500) | Contains the description of the report in the graphical format that is displayed in the UI. | Null | No |
| RPT_GRAPH_FORMAT_DSPLY_NM | VARCHAR2(40) | Contains the name of the graphical format that is displayed in the UI. | Null | No |

Table 7.21 BPP_RPT_MEASURE_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|---------------|---|-------------|-------|
| MEASURE_CALC_CNDTN_EXPR | VARCHAR2(100) | Contains the field for future use. | Null | No |
| MEASURE_ID | VARCHAR2(32) | Contains the unique identifier for a variable defined as a measure for reporting. | Not Null | Yes |
| MEASURE_NM | VARCHAR2(40) | Contains the name of the variable identified as a measure in reporting. | Not Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|--|-------------|-------|
| PRMRY_AGGR_TY PE_ID | VARCHAR2(32) | Contains the unique identifier for the primary type of aggregation that is performed on a measure. | Not Null | No |
| SCNDRY_AGGR_T YPE_ID | VARCHAR2(32) | Contains the unique identifier for any secondary type of aggregation that is performed on a measure. | Null | No |

Table 7.22 BPP_RPT_MSR_X_DRVD_MSR Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|--------------|--|-------------|-------|
| DRVD_MEASURE_ ID | VARCHAR2(32) | Contains the unique identifier for a derived measure. | Not Null | Yes |
| MEASURE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is defined as a measure for reporting. | Not Null | Yes |
| MEASURE_NMRT R_IND | CHAR(1) | Indicates whether the measure is used in the numerator part of the derived measure definition. | Not Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is used in the application. | Not Null | Yes |

Table 7.23 BPP_RPT_MSR_X_VRBLTable.

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|---|-------------|-------|
| MEASURE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is defined as a measure for reporting. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is used in the application. | Not Null | Yes |

Table 7.24 BPP_RPT_VRBL_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|---------------|--|-------------|-------|
| CREATED_DTTM | DATE | Contains the date and time when the record was created in the Application data mart. | Not Null | No |
| RPT_SRC_COLUMN_NM | VARCHAR2(40) | Contains the column name, which sources the reporting variable. | Null | No |
| RPT_SRC_LBRY_NM | VARCHAR2(10) | Contains the library name, which sources the population of reporting variables. | Not Null | No |
| RPT_SRC_TABLE_NM | VARCHAR2(40) | Contains the table name, which sources the population of reporting variables. | Null | No |
| UPDATED_DTTM | DATE | Contains the date and time when the record was updated in the Application data mart. | Null | No |
| VARIABLE_DATA_TYPE | VARCHAR2(40) | Contains the column data type for the variable. This information determines a suitable display format for that variable. | Not Null | No |
| VARIABLE_DISPLAY_FORMAT | VARCHAR2(100) | Contains the display format of a variable such as currency and amount. | Not Null | No |
| VARIABLE_DISPLAY_IND | CHAR(1) | Indicates whether the variable can be displayed on the UI. | Not Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is used in the application. | Not Null | Yes |
| VARIABLE_NM | VARCHAR2(40) | Contains the business variable that is used in the application. | Not Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|---|-------------|-------|
| VARIABLE_TYPE_CD | VARCHAR2(10) | Contains the code for the category of a business variable, such as dimension, measure, and derived measure. | Not Null | No |

Table 7.25 BPP_RPT_VRBL_MASTER_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------|---------------|--|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| VARIABLE_DSPLY_DESC | VARCHAR2(500) | Contains the description of the reporting variable. This description is displayed in the UI. | Null | No |
| VARIABLE_DSPLY_NM | VARCHAR2(40) | Contains the display name of the reporting variable. | Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is used in the application. | Not Null | Yes |

Table 7.26 BPP_STATISTICS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------|--------------|---|-------------|-------|
| STATISTICS_ID | VARCHAR2(32) | Contains the unique identifier for the statistics that are performed on analytical processes. | Not Null | Yes |
| STATISTICS_NM | VARCHAR2(40) | Contains the name of the statistic. | Not Null | No |

Table 7.27 BPP_STATISTICS_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|-------------|--|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|---------------|---|-------------|-------|
| STATISTICS_DSPLY_DESC | VARCHAR2(500) | Contains the description of the statistic that is displayed in the UI. | Null | No |
| STATISTICS_DSPLY_NM | VARCHAR2(40) | Contains the name of the statistic that is displayed in the UI. | Null | No |
| STATISTICS_ID | VARCHAR2(32) | Contains the unique identifier for the statistics that are performed on analytical processes. | Not Null | Yes |

Table 7.28 BPP_STATUS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|---|-------------|-------|
| STATUS_CD | VARCHAR2(10) | Contains the code for status of a workflow step, application, or process. | Not Null | Yes |
| STATUS_NM | VARCHAR2(40) | Contains the name of the status code. | Not Null | No |

Table 7.29 BPP_STATUS_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------|---------------|--|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| STATUS_CD | VARCHAR2(10) | Contains the code for status of a workflow step, application, or process. | Not Null | Yes |
| STATUS_DSPLY_DESC | VARCHAR2(500) | Contains the description of the status code that is displayed in the UI. | Null | No |
| STATUS_DSPLY_NM | VARCHAR2(40) | Contains name of the status code that is displayed in the UI. | Null | No |

Table 7.30 BPP_VARIABLE_CTGRY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------|--------------|--|-------------|-------|
| VARIABLE_CTGRY_CD | VARCHAR2(10) | Contains the code for the category of a business variable. | Not Null | Yes |
| VARIABLE_CTGRY_NM | VARCHAR2(40) | Contains the name of the variable category. | Null | No |

Table 7.31 BPP_VARIABLE_CTGRY_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|---------------|---|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| VARIABLE_CTGRY_CD | VARCHAR2(10) | Contains the code for the category of a business variable. | Not Null | Yes |
| VRBL_CTGRY_DSPLY_DESC | VARCHAR2(500) | Contains the description of a variable category. This description is displayed in the UI. | Null | No |
| VRBL_CTGRY_DSPLY_NM | VARCHAR2(40) | Contains the display name of a variable category. | Null | No |

Table 7.32 BPP_VARIABLE_PRFLNG_TYP Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|---|-------------|-------|
| VARIABLE_PRFLNG_TYP_NM | VARCHAR2(40) | Contains the profiling type for a business variable. | Null | No |
| VARIABLE_PRFLNG_TYPE_CD | VARCHAR2(10) | Contains the code for the profiling type of business variable, such as categorical and numerical. | Not Null | Yes |

Table 7.33 BPP_VARIABLE_PRFLNG_TYP_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|---------------|---|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| VARIABLE_PRFLNG_TYPE_CD | VARCHAR2(10) | Contains the code for the profiling type of business variable, such as categorical and numerical. | Not Null | Yes |
| VRBL_PRFLNG_TYPE_DSPLY_DESC | VARCHAR2(500) | Contains the description of the profiling type of the business variable. | Null | No |
| VRBL_PRFLNG_TYPE_DSPLY_NM | VARCHAR2(40) | Contains the display name for the profiling type of a business variable. | Null | No |

Table 7.34 BPP_VARIABLE_SUB_CTGRY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|--------------|--|-------------|-------|
| VARIABLE_CTGRY_CD | VARCHAR2(10) | Contains the code for the category of a business variable. | Not Null | No |
| VARIABLE_SUB_CTGRY_CD | VARCHAR2(10) | Contains the code for sub-category of business variable such as recent, behavioral, and derived. This subcategory is required for analytical processing. | Not Null | Yes |
| VARIABLE_SUB_CTGRY_NM | VARCHAR2(40) | Contains the name of the subcategory of variable. | Null | No |

Table 7.35 BPP_VARIABLE_SUB_CTGRY_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|-------------|--|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------------|---------------|---|-------------|-------|
| VARIABLE_SUB_C TGRY_CD | VARCHAR2(10) | Contains the code for sub-categorization of business variable such as recent, behavioral, and derived. This categorization is analytical. | Not Null | Yes |
| VRBL_SUB_CTGR Y_DSPLY_DESC | VARCHAR2(500) | Contains the displayable description for the variable sub category. | Null | No |
| VRBL_SUB_CTGR Y_DSPLY_NM | VARCHAR2(40) | Contains the display name of the variable sub category. | Null | No |

Table 7.36 BPP_VRBL_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|--------------|---|-------------|-------|
| ANALYTICAL_VA RIABLE_IND | CHAR(1) | Indicates whether the variable is used Microsegmentation and Offer Ranking workflow steps. | Null | No |
| CREATED_DTTM | DATE | Contains the date and time when the record was created in the Application data mart. | Null | No |
| POSTPAID_IND | CHAR(1) | Indicates whether the business variable is valid for a postpaid payment mode. | Null | No |
| PREPAID_IND | CHAR(1) | Indicates whether the business variable is valid for the prepaid payment mode. | Null | No |
| REF_LIBRARY_NA ME | VARCHAR2(10) | Contains the library name that sources the population of values for the business variable. | Null | No |
| REF_SRC_TABLE_ COLUMN | VARCHAR2(40) | Contains the table column name that sources the population of values for the business variable. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------|--------------|---|-------------|-------|
| REF_SRC_TABLE_NM | VARCHAR2(40) | Contains the table column name that sources the population of values for the business variable. | Null | No |
| RPT_SRC_COLUMN_NM | VARCHAR2(40) | Contains the column name, which sources the reporting variable. | Null | No |
| RPT_SRC_LEVEL | VARCHAR2(10) | This column is not used currently. | Null | No |
| RPT_SRC_TABLE_NM | VARCHAR2(40) | Contains the table name, which sources the population of reporting variables. | Null | No |
| RPT_VRBL_IND | CHAR(1) | Indicates whether the business variable is intended to be used in application reporting. This column is not used currently. | Null | No |
| SRC_COLUMN_NAME | VARCHAR2(40) | Contains the name of the source table column. | Null | No |
| SRC_LIBRARY_NM | VARCHAR2(10) | Contains the library name that sources the association of the business variable. | Null | No |
| SRC_TABLE_NM | VARCHAR2(40) | Contains the table name that sources the association of the business variable. | Null | No |
| UPDATED_DTTM | DATE | Contains the date and time when the record was updated in the Application data mart. | Null | No |
| VARIABLE_CD | VARCHAR2(10) | Contains the code for a business variable. | Not Null | No |
| VARIABLE_DATA_TYPE | VARCHAR2(40) | Contains the column data type for the variable. This information is used to determine a suitable display format in the UI. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|---------------|--|-------------|-------|
| VARIABLE_DISPLAY_FORMAT | VARCHAR2(100) | Contains the display format of the variable such as currency and amount. | Null | No |
| VARIABLE_DISPLAY_IND | CHAR(1) | Indicates whether the variable is displayed in the UI. | Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is used in the application. | Not Null | Yes |
| VARIABLE_NM | VARCHAR2(40) | Contains the business variable that is used in the application. | Not Null | No |
| VARIABLE_PRFLNG_TYPE_CD | VARCHAR2(10) | Contains the code for the profiling type of business variable, such as categorical and numerical. | Null | No |
| VARIABLE_SUB_C TGRY_CD | VARCHAR2(10) | Contains the code for subcategory of business variable, such as recent, behavioral, and derived. This subcategory is based on analytical processing. | Null | No |

Table 7.37 BPP_VRBL_MASTER_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|---------------|---|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable that is used in the application. | Not Null | Yes |
| VRBL_DSPLY_DESC | VARCHAR2(500) | Contains the description of the business variable. This description is displayed in the UI. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------|--------------|---|-------------|-------|
| VRBL_DSPLY_NM | VARCHAR2(40) | Contains the display name of the business variable. | Null | No |

Table 7.38 BPP_VRBL_TYPE_X_OPRTRTable

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|--------------|--|-------------|-------|
| OPRTR_ID | VARCHAR2(32) | Contains the unique identifier that is associated with a mathematical operator. This operator is used in the target segment filter definition. | Not Null | Yes |
| VARIABLE_PRFLN G_TYPE_CD | VARCHAR2(10) | Contains the code for the profiling type of business variable, such as categorical and numerical. | Not Null | Yes |

Table 7.39 BPP_VRBL_X_WKFLWSTP Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|--------------|--|-------------|-------|
| BSNSGRP_ID | VARCHAR2(32) | Contains the unique identifier for a business group. A business group is a logical grouping of customers based on a static set of customer attributes. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable. | Not Null | Yes |
| WORKFLOW_STEP _ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Table 7.40 BPP_WKFLWSTP_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|--------------|---|-------------|-------|
| WORKFLOW_STEP _ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| WORKFLOW_STEP_NM | VARCHAR2(40) | Indicates the name of the workflow step. | Not Null | No |

Table 7.41 BPP_WKFLWSTP_MASTER-NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------|---------------|--|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| WKFLWSTP_DSPLY_DESC | VARCHAR2(500) | Contains the description of the workflow step that is displayed in the UI. | Null | No |
| WKFLWSTP_DSPLY_NM | VARCHAR2(40) | Contains the name of the workflow step that is displayed in the UI. | Null | No |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Table 7.42 BPP_WKFLWSTP_X_PARAMETERS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| PRMTR_ID | VARCHAR2(32) | Contains the unique identifier for a parameter in the application context. | Not Null | Yes |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Table 7.43 BSNSGRP_DECOMP_LVL_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|--|-------------|-------|
| BSNSGRP_ID | VARCHAR2(32) | Contains the unique identifier for a business group. A business group is a logical grouping of customers based on a static set of customer attributes. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|--|-------------|-------|
| LEVEL_ID | VARCHAR2(32) | Contains the unique identifier associated with a level. A level is a logical representation of an attribute that is used in a business group definition. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |

Table 7.44 BSNSGRP_DECOMP_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|--------------|--|-------------|-------|
| BPP_REF_VARIABLE_VALUE_ID | VARCHAR2(32) | Contains the unique identifier associated with reference value for a business variable used in the application. | Not Null | Yes |
| BSNSGRP_ID | VARCHAR2(32) | Contains the unique identifier for a business group. A business group is a logical grouping of customers based on a static set of customer attributes. | Not Null | Yes |
| DIRTY_NODE_IND | CHAR(1) | Indicates whether a node is dirty. The node is marked as dirty in the following conditions: | Null | No |
| FLTR_NODE_CUST_CNT | NUMBER(10) | Stores the total number of customers that is associated with the target segment filter node. | Null | No |
| LEVEL_ID | VARCHAR2(32) | Contains the unique identifier associated with a level. A level is a logical representation of an attribute that is used in the business group definition. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------------|--------------|--|-------------|-------|
| NODE_AVLBLTY_STATUS_CD | VARCHAR2(10) | Contains the code for status of a node. This status indicates the availability of the node for selection in business group definition. A node is available, if it is not used in any other business group definitions. | Not Null | No |
| NODE_PARTIAL_AVLBLTY_STATUS_CD | VARCHAR2(10) | Contains the code for status of node. This status indicates that the node is partially available for selection in business group definition. A node is partially available if it is a parent node and has child nodes, which are not used in any other business group definitions. | Not Null | No |
| NODE_STATUS_CD | VARCHAR2(10) | Contains the code for status of node that is used in business group definitions. | Not Null | No |
| PARENT_ROW_ID | VARCHAR2(32) | Contains the unique identifier for a row identified as the parent row of the current row in a business group definition. A row is represented as a node in the business group definition. | Null | No |
| PCT_FLTR_CUST_OVRALL_PPL | NUMBER(18,2) | Contains the percentage of customers that are associated with the current node over entire population in the business group. | Null | No |
| PCT_FLTR_CUST_PARENT_PPL | NUMBER(18,2) | Contains the percentage of customers associated with the current node over customers associated with the parent node in a business group. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|---|-------------|-------|
| ROW_ID | VARCHAR2(32) | Contains the unique identifier for a row in a business group definition. A row is represented as a node in the business group definition. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable. | Not Null | Yes |

Table 7.45 BSNSGRP_DECOMP_X_FLTR Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|--------------|--|-------------|-------|
| BPP_REF_VARIABLE_VALUE_ID | VARCHAR2(32) | Contains the unique identifier associated with reference value for a business variable used in the application. | Not Null | Yes |
| BSNSGRP_FILTER_ID | VARCHAR2(32) | Contains the unique identifier for a filter that is used in the business group definition. A filter is a logical entity that represents a unique combination of values for participating attributes. | Not Null | Yes |
| BSNSGRP_ID | VARCHAR2(32) | Contains the unique identifier for a business group. A business group is a logical grouping of customers based on a static set of customer attributes. | Not Null | Yes |
| FLTR_CUST_CNT | NUMBER(10) | Contains the total number of customers associated with the target segment filter. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------|--------------|---|-------------|-------|
| LEVEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a level. A level is a logical representation of an attribute used in a business group definition. | Not Null | Yes |
| PARENT_ROW_ID | VARCHAR2(32) | Contains the unique identifier for a row identified as the parent row of the current row in a business group definition. A row is represented as a node in the business group definition. | Null | No |
| ROW_ID | VARCHAR2(32) | Contains the unique identifier for a row in a business group definition. A row is represented as a node in the business group definition. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |

Table 7.46 BSNSGRP_FLTR_SUMMARY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------|---------------|--|-------------|-------|
| BSNSGRP_FILTER_DESC | VARCHAR2(100) | Contains the description of the business group filter. | Null | No |
| BSNSGRP_FILTER_ID | VARCHAR2(32) | Contains the unique identifier of a filter that is used in a business group definition. A filter is a logical entity that represents a unique combination of values of participating attributes. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------|--------------|--|-------------|-------|
| BSNSGRP_FILTER_NM | VARCHAR2(40) | Contains the name of the filter that is used in a business group definition. | Null | No |
| BSNSGRP_FLTR_VALID_IND | CHAR(1) | Indicates whether the business group filter is valid, and can be used in business group definitions. | Null | No |
| BSNSGRP_ID | VARCHAR2(32) | Contains the unique identifier for a business group. A business group is a logical grouping of customers based on a static set of customer attributes. | Not Null | No |
| CREATED_DTTM | DATE | Contains the date and time when the record was created in the Application data mart. | Not Null | No |
| UPDATED_DTTM | DATE | Contains the date and time when the record was updated in the Application data mart. | Null | No |

Table 7.47 BSNSGRP_FLTR_X_VRBL_VAL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|--------------|---|-------------|-------|
| BPP_REF_VARIABLE_VALUE_ID | VARCHAR2(32) | Contains the unique identifier associated with the reference value that is used for a business variable. | Not Null | Yes |
| BSNSGRP_FILTER_ID | VARCHAR2(32) | Contains the unique identifier for a filter that is used in the business group definition. A filter is a logical entity that represents a unique combination of values of participating attributes. | Not Null | Yes |

Table 7.48 BSNSGRP_REF_VRBL_VAL_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|--------------|---|-------------|-------|
| BPP_REF_VARIABLE_VALUE_ID | VARCHAR2(32) | Contains the unique identifier that is associated with reference value for a business variable. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable. | Not Null | No |
| VARIABLE_VALUE_DLTD_IND | CHAR(1) | Indicates whether the variable value should not to be considered in a business group filter definition. | Null | No |

Table 7.49 BSNSGRP_SUMMARY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|---------------|---|-------------|-------|
| BSNSGRP_MODIFIED_DTTM | DATE | Contains the date and time when the business group was last modified. | Null | No |
| BSNSGRP_ACTIVE_IND | CHAR(1) | Indicates whether the business group is active or functional. | Null | No |
| BSNSGRP_CREATION_DTTM | DATE | Contains the date and time when the business group was created. | Null | No |
| BSNSGRP_CUST_COUNT | NUMBER(10) | Contains the total number of customers associated with the business group. | Null | No |
| BSNSGRP_DEFAULT_IND | CHAR(1) | Indicates whether the business group is defined as the default business group. A default business group is defined by all customer filters that are not associated with other active business groups. | Null | No |
| BSNSGRP_DESC | VARCHAR2(500) | Contains the description for the business group. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------|--------------|---|-------------|-------|
| BSNSGRP_EXECUTION_DTTM | DATE | Contains the date and time when the business group was last executed. | Null | No |
| BSNSGRP_ID | VARCHAR2(32) | Contains the unique identifier for a business group. A business group is a logical grouping of customers based on relatively static set of customer attributes. | Not Null | Yes |
| BSNSGRP_MODIFIED_IND | CHAR(1) | Indicates whether the business group is modified. A modified status is tracked separately to handle the business group definition, its customers, and project associations. | Null | No |
| BSNSGRP_NM | VARCHAR2(40) | Contains the name of a business group. | Null | No |
| BSNSGRP_SPLIT_DTTM | DATE | Contains the date and time when the business group was split. | Null | No |
| BSNSGRP_SPLIT_IND | CHAR(1) | Indicates whether the business group is split. This information is used for business group auditing. | Null | No |
| BSNSGRP_STATUS_CD | VARCHAR2(10) | Contains the code that indicates the status of a business group, such as new and executed. | Not Null | No |
| CREATED_BY_USER_ID | VARCHAR2(32) | Contains the identifier of the user who created the business group. | Null | No |
| EXECUTED_BY_USER_ID | VARCHAR2(32) | Contains the identifier of the user who last executed the business group. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------|--------------|---|-------------|-------|
| MODIFIED_BY_USER_ID | VARCHAR2(32) | Contains the unique identifier of the user who last modified the business group. | Null | No |
| SPLIT_BY_USER_ID | VARCHAR2(32) | Contains the unique identifier of the user who split a business group definition. | Null | No |

Table 7.50 BSNSGRP_VRBL_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|--|-------------|-------|
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable. | Not Null | Yes |

Table 7.51 BSNSGRP_X_BPP_USERS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|---|-------------|-------|
| ASSIGNED_BY_USER | VARCHAR2(32) | Contains the unique identifier of a user who is assigned to the business group. | Null | No |
| BSNSGRP_ID | VARCHAR2(32) | Contains the unique identifier of a business group. A business group is a logical grouping of customers based on a static set of customer attributes. | Not Null | Yes |
| CREATED_DTTM | DATE | Contains the date and time when the record was created in the Application data mart. | Null | No |
| UPDATED_DTTM | DATE | Contains the date and time when the record was updated in the Application data mart. | Null | No |
| USER_ID | VARCHAR2(32) | Contains the unique identifier of the user who is assigned to perform relevant tasks on a business group. | Not Null | Yes |

Table 7.52 BSNSGRP_X_PROJECT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|--|-------------|-------|
| BSNSGRP_ID | VARCHAR2(32) | Contains the unique identifier for a business group. A business group is a logical grouping of customers based on a static set of customer attributes. | Not Null | Yes |
| PROJECT_ID | VARCHAR2(32) | Contains the unique identifier of a project. | Not Null | Yes |

Table 7.53 MCSGMT_ABT_VRBLLIST Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|--------------|--|-------------|-------|
| MCSGMT_ANYTIC L_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time microsegmentation is executed for a project. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| TARGET_SEGMEN T_VAR_IND | CHAR(1) | Indicates whether the variable is used in target segment filter definitions. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------------|--------------|--|-------------|-------|
| VAR_ADDED_BY_BUSS_IND | CHAR(1) | Indicates whether the variable is added by the application user in the microsegmentation input screen. The variables that are selected by the user and the analytical recommended variables are considered in the microsegmentation process. | Null | No |
| VAR_RECMND_IND | CHAR(1) | Indicates whether the variable is analytically recommended for use in the microsegmentation process. | Null | No |
| VAR_USED_FOR_PROFILING_IND | CHAR(1) | Indicates whether the variable is used in profiling after microsegmentation. | Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |
| VARIABLE_MAX_VALUE | NUMBER(18,2) | Contains the maximum value for a variable in the entire target segment. | Null | No |
| VARIABLE_MEAN_VALUE | NUMBER(18,2) | Contains the mean value for the variable in the entire target segment. | Null | No |
| VARIABLE_MEDIAN_VALUE | NUMBER(18,2) | Contains the median value for the variable in the entire target segment. This value is not used currently. | Null | No |
| VARIABLE_MIN_VALUE | NUMBER(18,2) | Stores the minimum value for the variable in the entire target segment. | Null | No |
| VARIABLE_SD_VALUE | NUMBER(18,2) | Stores the standard deviation value for the variable in the entire target segment. | Null | No |

Table 7.54 MCSGMT_ANYTCL_MODEL_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------------|--------------|--|-------------|-------|
| MCSGMT_ANYTCL_MODEL_CREATE_DT | DATE | Contains the microsegment analytical model creation date. | Null | No |
| MCSGMT_ANYTCL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time microsegmentation is executed for a project. | Not Null | Yes |
| MCSGMT_ANYTCL_MODEL_NM | VARCHAR2(40) | Contains the name of the analytical model for microsegmentation of a project. | Null | No |
| MODEL_ACTIVE_IND | CHAR(1) | Indicates whether the analytical model for microsegmentation of the project is valid | Null | No |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | No |
| PROMOTED_TO_BATCH_MD_IND | CHAR(1) | Indicates whether the analytical model that is associated with the project microsegmentation, is promoted to batch. This column is not currently used. | Null | No |

Table 7.55 MCSGMT_ANYTCL_MODEL_MONTR Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|--|-------------|-------|
| CHI_SQ_VAL | NUMBER(18,2) | Contains the chi-square value of the target segment. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------|--------------|---|-------------|-------|
| MCSGMT_ANYTICL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when the microsegmentation workflow step is executed for a project. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| RECALIBRATION_CHI_SQ_IND | CHAR(1) | Indicates whether the analytical model that is used for the project microsegmentation needs recalibration. It is determined on the basis of chi-square test. | Null | No |

Table 7.56 MCSGMT_ANLYTCL_VRBL_OVRAL_STAT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|---|-------------|-------|
| MCSGMT_ANYTICL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when the microsegmentation workflow step is executed for a project. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| STATISTICS_ID | VARCHAR2(32) | Contains the unique identifier for the statistics that are performed on analytical processes. | Not Null | Yes |
| STATISTICS_VALUE | NUMBER(18,2) | Contains the value of the statistic that is calculated on the applicable population such as microsegment and target segment. | Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |

Table 7.57 MCSGMT_CLSTR_ANLYTCL_VRBL_STAT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------------|--------------|---|-------------|-------|
| MCSGMT_ANALYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when the microsegmentation workflow step is executed for a project. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This is to uniquely identify a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| STATISTICS_ID | VARCHAR2(32) | Contains the unique identifier for the statistics that are performed on analytical processes. | Not Null | Yes |
| STATISTICS_VALUE | NUMBER(18,2) | Contains the value of the statistic that is calculated on the applicable population such as microsegment and target segment. | Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |

Table 7.58 MCSGMT_CLSTR_SUMM_RPT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------------|--------------|---|-------------|-------|
| DISPERSION | NUMBER(18,2) | Contains the value of standard deviation for the microsegment. | Null | No |
| DIST_BETN_MCSGMT | NUMBER(18,2) | Contains the Euclidean distance between the centroids of the current microsegment and nearest microsegment. | Null | No |
| FREQUENCY | NUMBER(18,2) | Contains the number of customers in the microsegment. | Null | No |
| MAX_DIST_FRM_SEED | NUMBER(18,2) | Contains the maximum distance of a customer from the centroid of the microsegment. | Null | No |
| MCSGMT_ANALYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation is executed for a project. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|--|-------------|-------|
| MCSGMT_ID | VARCHAR2(32) | Contains the system generated key or cluster identifier for a microsegment. | Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for the microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| NEAREST_MCSGMT | VARCHAR2(32) | Contains the surrogate key for the microsegment nearest to the current microsegment. | Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

Table 7.59 MCSGMT_CLSTR_TS_VRBL_STAT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------------|--------------|---|-------------|-------|
| BPP_REF_VARIABLE_VALUE_ID | VARCHAR2(32) | Contains the unique identifier that is associated with the reference value of a business variable used in the application. | Not Null | Yes |
| MCSGMT_ANALYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation is executed for a project. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| STATISTICS_ID | VARCHAR2(32) | Contains the unique identifier for the statistics that are performed on analytical processes. | Not Null | Yes |
| STATISTICS_VALUE | NUMBER(18,2) | Contains the value of the statistic that is calculated on the applicable population such as microsegment and target segment. | Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |

Table 7.60 MCSGMT_CLUST_DESC_SUMMARY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------|----------------|---|-------------|-------|
| MCSGMT_ANYTCL_DESC | VARCHAR2(1000) | Contains the analytical description of a microsegment. | Null | No |
| MCSGMT_ANYTCL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation is executed for a project. | Not Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------|---------------|--|-------------|-------|
| MCSGMT_BUSS_DESC | VARCHAR2(500) | Contains the business description of a microsegment. This column is specified by the user in the profiling screen of the application. | Null | No |
| MCSGMT_BUSS_NM | VARCHAR2(40) | Contains the name of the microsegment that is assigned by the business or application user. | Null | No |
| MCSGMT_CUST_CNT | NUMBER(10) | Contains the number of customers in the microsegment. | Null | No |
| MCSGMT_ID | VARCHAR2(32) | Contains the system generated key or cluster identifier that is associated with a microsegment. | Not Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| OUTLIER_EXIST_IND | CHAR(1) | Indicates whether outliers exist in the entire population under a microsegment. | Null | No |

Table 7.61 MCSGMT_CLUST_OVERALL_STATS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------------|--------------|---|-------------|-------|
| MCSGMT_ANALYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation is executed for a project. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| STATISTICS_ID | VARCHAR2(32) | Contains the unique identifier for the statistics that are performed on analytical processes. | Not Null | Yes |
| STATISTICS_VALUE | NUMBER(18,2) | Contains the value of the statistic that is calculated on the applicable population such as microsegment and target segment. | Null | No |

Table 7.62 MCSGMT_CLUST_SUMM_STATSTable

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|---|-------------|-------|
| MCSGMT_ANYTICL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation is executed for a project. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| STATISTICS_ID | VARCHAR2(32) | Contains the unique identifier for the statistics that are performed on analytical processes. | Not Null | Yes |
| STATISTICS_VALUE | NUMBER(18,2) | Contains the value of the statistic that is calculated on the applicable population such as microsegment and target segment. | Null | No |

Table 7.63 MCSGMT_CLUSTER_MONTR Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------------|--------------|---|-------------|-------|
| MCSGMT_ANALYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation is executed for a project. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| OUTLIER_EXIST_FULL_PPL_IND | CHAR(1) | Indicates whether outliers exist in the entire population under a microsegment. | Null | No |
| PCT_DISTRIBUTION_FULL_PPL_VAL | NUMBER(18,2) | Contains the percent distribution value for the entire population in a target segment. | Null | No |
| PCT_DISTRIBUTION_SMPL_PPL_VAL | NUMBER(18,2) | Contains the percent distribution value for sample population in a target segment. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|---------------|---|-------------|-------|
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| RECALIBRATION_REASON | VARCHAR2(500) | Contains the description of the reason that is specified for recalibration of the analytical model. | Null | No |
| STD_DEV_FULL_PL_VAL | NUMBER(18,4) | Contains the standard deviation value for the population in the target segment. | Null | No |
| STD_DEV_SMPL_PL_VAL | NUMBER(18,2) | Contains the standard deviation value for the sample population during the model building process of microsegmentation. | Null | No |

Table 7.64 MCSGMT_CUST_CNT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|--|-------------|-------|
| CUST_CNT | NUMBER(10) | Contains the number of customers that is associated with a microsegment. | Null | No |
| MCSGMT_ANYTICL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is assigned to the analytical model that is built for microsegmentation. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|--|-------------|-------|
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

Table 7.65 MCSGMT_MODEL_RUN Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|---|-------------|-------|
| MCSGMT_ANYTICL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation is executed for a project. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

Table 7.66 MCSGMT_REPCUST_DESCSTAT_RPT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|--|-------------|-------|
| CUST_ID | VARCHAR2(32) | Contains the business identifier for a customer. | Null | No |
| CUST_SK | NUMBER(10) | Contains the surrogate key for a customer. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------|--------------|---|-------------|-------|
| MCSGMT_ANYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when the microsegmentation workflow step is executed for a project. | Not Null | Yes |
| MCSGMT_BUSS_NAME | VARCHAR2(40) | Contains the name of the microsegment that is assigned by the business or application user. | Null | No |
| MCSGMT_MAX | NUMBER(18,2) | Contains the maximum value for the variable in a microsegment. | Null | No |
| MCSGMT_MEAN | NUMBER(18,2) | Contains the mean value for the variable in a microsegment. | Null | No |
| MCSGMT_MIN | NUMBER(18,2) | Contains the minimum value for the variable in a microsegment. | Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_ACTUAL_ST_VAL | NUMBER(18,2) | Contains the value of the variable for the representative customer. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|--|-------------|-------|
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |

Table 7.67 MCSGMT_REPCUST_VRBL_SUMM_RPT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------|--------------|---|-------------|-------|
| CUST_ID | VARCHAR2(32) | Contains the business identifier for a customer. | Null | No |
| CUST_SK | NUMBER(10) | Contains the surrogate key for a customer. | Not Null | Yes |
| MCSGMT_ANYTIC L_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when the microsegmentation workflow step is executed for a project. | Not Null | Yes |
| MCSGMT_AVG | NUMBER(18,2) | Contains the average value of the variable in the microsegment. | Null | No |
| MCSGMT_BUSS_N M | VARCHAR2(40) | Contains the name of the microsegment that is assigned by the business or application user. | Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for the microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|--|-------------|-------|
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REPCUST_AVG | NUMBER(18,2) | Contains the average value of the variable for the customer. | Null | No |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |

Table 7.68 MCSGMT_TS_VRBL_VL_OVRAL_STAT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|--------------|--|-------------|-------|
| BPP_REF_VARIABLE_VALUE_ID | VARCHAR2(32) | Contains the unique identifier that is associated with the reference value of a business variable used in the application. | Not Null | Yes |
| MCSGMT_ANYTICL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when micro segmentation is executed for a project. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| STATISTICS_ID | VARCHAR2(32) | Contains the unique identifier for the statistics that are performed on analytical processes. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| STATISTICS_VALUE | NUMBER(18,2) | Contains the value of the statistic that is calculated on the applicable population such as microsegment and target segment. | Null | No |

Table 7.69 OA_PREPAID_SERVICE_CONF Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------|--------------|---|-------------|-------|
| AVG_VAL | NUMBER(18,2) | Stores customer's daily average usage for a service. | NULL | No |
| MAX_COST_RANGE | NUMBER(18,2) | Stores the maximum percentage of the incremental, service-based usage cost or recharge value that CSP wants to consider for granting rewards to the customer. | NULL | No |
| MAX_INCREMENT_IN_AVG_VAL | NUMBER(18,2) | Stores maximum percentage value of the daily average value by which CSP wants customers to increase their service-based usage or recharge value. | NULL | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This column uniquely identifies a microsegment or cluster for a microsegment analytical model. | NOT NULL | Yes |
| MIN_COST_RANGE | NUMBER(18,2) | Stores the minimum percentage of the incremental, service-based usage cost or recharge value that CSP wants to consider for granting rewards to the customer. | NULL | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|---------------|--|-------------|-------|
| MIN_INCREMENT_IN_AVG_VAL | NUMBER(18,2) | Stores minimum percentage value of the daily average value by which CSP wants customers to increase their service-based usage or recharge value. | NULL | No |
| OFFER_DURATION | VARCHAR2(100) | Stores the number of days within which a customer has to accumulate the service-based usage or purchase a recharge. | NOT NULL | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | NOT NULL | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | NOT NULL | Yes |
| PROMOTION_TYPE_ID | VARCHAR2(32) | Contains the unique identifier of a promotion type. | NOT NULL | Yes |
| SELECTED_FOR_CONFIG_IND | CHAR(1) | Indicates whether the service is selected to use as an offer component. | NOT NULL | No |
| SELECTED_FOR_FAV_IND | CHAR(1) | Indicates whether the service is selected to use as a favorite offer. | NOT NULL | No |
| SERVICE_ID | VARCHAR2(32) | Contains the unique identifier of a service. | NOT NULL | Yes |
| SLAB_INCREMENT_IN_AVG_VAL | NUMBER(18,2) | Stores the slab value by which CSP wants to create intermediate range values between the minimum and the maximum target incremental value. | NULL | No |
| USED_FOR_CONFIG_IND | CHAR(1) | Indicates whether the service is configured to use as an offer component. | NULL | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|-----------|---|-------------|-------|
| USED_FOR_FAVORITE_IND | CHAR(1) | Indicates whether the service is configured to use as a favorite offer. | NULL | No |

Table 7.70 OA_PROMO_TYPE_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------|--------------|---|-------------|-------|
| PROMOTION_TYPE_ID | VARCHAR2(32) | Contains the unique identifier of a promotion type. | NOT NULL | Yes |
| PROMOTION_TYPE_NM | VARCHAR2(40) | Contains the name that is assigned to the promotion type. | NOT NULL | No |

Table 7.71 OA_SERVICE_MASTER_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|---------------|---|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | NOT NULL | Yes |
| SERVICE_DISPLAY_DESC | VARCHAR2(500) | Contains the description that is associated with the service that is displayed in the UI. | NULL | No |
| SERVICE_DISPLAY_NM | VARCHAR2(40) | Contains the name associated with the service that is displayed in the UI. | NULL | No |
| SERVICE_ID | VARCHAR2(32) | Contains the unique identifier of a service. | NOT NULL | Yes |

Table 7.72 OA_SERVICE_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|---------------|---|-------------|-------|
| CONVERSION_MULTIPLIER | VARCHAR2(100) | Contains multiplier which converts the unit of service if required. | NULL | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|--|-------------|-------|
| MCSGMT_ABT_VA R_NM | VARCHAR2(32) | Stores the name of variable which is used to extract service-related values from the Microsegment ABT. | NOT NULL | No |
| SERVICE_DISPLA Y_IND | CHAR(1) | Indicates whether service is to be displayed in the SAS Offer Optimization for Communications interface. | NULL | No |
| SERVICE_ID | VARCHAR2(32) | Contains the unique identifier of a service. | NOT NULL | Yes |
| SERVICE_NM | VARCHAR2(40) | Contains the name that is assigned to the service. | NOT NULL | No |

Table 7.73 OA_SERVICE_X_PROMO_TYPE Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|--------------|---|-------------|-------|
| PROMOTION_TYP E_ID | VARCHAR2(32) | Contains the unique identifier of a promotion type. | NOT NULL | Yes |
| SERVICE_ID | VARCHAR2(32) | Contains the unique identifier of a service. | NOT NULL | Yes |
| USED_FOR_CONFI G_IND | CHAR(1) | Indicates whether the service is configured to use as an offer component. | NULL | No |
| USED_FOR_FAVO RITE_IND | CHAR(1) | Indicates whether the service is configured to use as a favorite offer. | NULL | No |

Table 7.74 OFFR_DTL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------|--------------|---|-------------|-------|
| BASE_OFFER_ID | VARCHAR2(32) | Contains the business identifier for an offer that is identified as the base offer an Offer Bundle. | Not Null | Yes |
| BASE_OFFER_NM | VARCHAR2(40) | Contains the name of the base offer. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|---|-------------|-------|
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier of the offer bundle. | Not Null | Yes |
| OFFER_BUNDLE_NM | VARCHAR2(40) | Contains the name of the offer bundle. | Null | No |

Table 7.75 OFRNM_MCSGMT_OFFERS_DTLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|--------------|---|-------------|-------|
| BILL_DIFF_AMT | NUMBER(18,2) | Indicates the difference between the bill on current offer bundle and bill on ranked offer bundle for the customer. | Null | No |
| CURR_OFFER_BUNDLE_IND | CHAR(1) | Indicates whether the offer bundle is currently associated to the customer | Null | No |
| CURR_OFFER_BILL_AMT | NUMBER(18,2) | Contains the total bill amount on current offer. | Null | No |
| CUST_ID | VARCHAR2(32) | Contains the business identifier for a customer. | Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for microsegment. This key uniquely identifies a cluster for a microsegment analytical model. | Not Null | Yes |
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier of the offer bundle. | Not Null | No |
| OFFER_BUNDLE_RANK | NUMBER(6) | Contains the rank of the offer bundle for the customer that is derived based on the results of offer ranking done at the representative customer level. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------|--------------|---|-------------|-------|
| PCT_CHG | NUMBER(18,2) | Contains the percent change in the bill amount for bill on ranked offer over bill on current offer. | Null | No |
| PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a project. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_SK | NUMBER(10) | Contains the surrogate key for the customer who is identified as a representative customer of a microsegment. | Not Null | Yes |
| RNKD_OFFR_BILL_AMT | NUMBER(18,2) | Contains the total bill amount on the ranked offer bundle for the customer. | Null | No |

Table 7.76 OFRNK_RNKD_REV_REPORT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------|--------------|---|-------------|-------|
| CURR_REV | NUMBER(18,2) | Contains the revenue of a customer on a current offer or offer bundle. | Null | No |
| EST_ASSOC_REV | NUMBER(18,2) | Contains the revenue derived from the average revenue of all customers that is associated with a representative customer in a microsegment. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------|--------------|---|-------------|-------|
| EST_PRECISE_REV | NUMBER(18,2) | Contains the revenue derived from the average revenue of all customers that is associated with a representative customer in a microsegment. The revenue is calculated for each customer for the candidate or best offer bundle. | Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| OFFER_BUNDLE_NM | VARCHAR2(40) | Contains the name of the offer bundle. | Null | No |
| OFFER_BUNDLE_RANK | NUMBER(6) | Contains the rank of the offer bundle for the customer that is derived based on the results of offer ranking done at the representative customer level. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_SK | NUMBER(10) | Contains the surrogate key for the customer who is identified as a representative customer of a microsegment. | Not Null | Yes |

Table 7.77 OFRNM_VRBL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------|--------------|--|-------------|-------|
| BPP_PRMTN_VAL UE_ID | VARCHAR2(32) | Contains the unique identifier associated to a value for a parameter in the application context. | Null | No |
| CNFRD_BY_USR _IND | CHAR(1) | Indicates whether the user has defined configuration parameter values for the variable that is used in offer ranking. | Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| PRMTN_ACTUAL_ VALUE | VARCHAR2(20) | Contains the value of the parameter, which is an input into offer ranking for the project run. | Null | No |
| PRMTN_ID | VARCHAR2(32) | Contains the unique identifier of a parameter in the application context. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |
| WORKFLOW_STEP _ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Table 7.78 OFRNK_VRBL_SUMM_RPT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|--------------|---|-------------|-------|
| CLCLTD_AMT | NUMBER(18,2) | Contains the calculated amount for a variable in offer ranking. | Null | No |
| CURR_AMT | NUMBER(18,2) | Contains the current amount for a variable in offer ranking. | Null | No |
| CUST_ID | VARCHAR2(32) | Contains the business identifier for a customer. | Null | No |
| DIFF_AMT | NUMBER(18,2) | Contains the differential amount based on the two values for an attribute. | Null | No |
| MCSGMT_ANYTIC L_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when the microsegmentation workflow step is executed for a project. | Not Null | Yes |
| MCSGMT_BUSS_N M | VARCHAR2(40) | Contains the name of the microsegment that is assigned by the business or application user. | Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for microsegment. This key uniquely identifies a cluster for a microsegment analytical model. | Not Null | Yes |
| OFFER_BUNDLE_I D | VARCHAR2(32) | Contains the business identifier of the offer bundle. | Not Null | Yes |
| OFFER_BUNDLE_ NM | VARCHAR2(40) | Contains the name of the offer bundle. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| OFFER_BUNDLE_RNK | NUMBER(6) | Contains the rank of offer bundle that is calculated by the offer ranking process for the representative customer in the microsegment. | Null | No |
| PCT_CHG | NUMBER(18,2) | Contains the percentage change in the bill amount for bill on ranked offer over bill on current offer. | Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_SK | NUMBER(10) | Contains the surrogate key for the customer who is identified as a representative customer of a microsegment. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |

Table 7.79 PRJ_X_ERR_LG Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|---------------|---|-------------|-------|
| ERR_CD | VARCHAR2(100) | Contains the code for the type of error that can occur during application processing. | Not Null | Yes |
| ERR_LG_DTTM | DATE | Contains the date and time when the record was created or updated in the Application data mart. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|--|-------------|-------|
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

Table 7.80 PROJECT_RUN Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|--------------|--|-------------|-------|
| PROJECT_BASE_RUN_IND | CHAR(1) | Indicates whether the iteration of the project is the base or the first iteration. | Not Null | No |
| PROJECT_EXECUTED_BY_USER_ID | VARCHAR2(32) | Contains the unique identifier of a user who last executed the project. | Null | No |
| PROJECT_EXECUTION_DTTM | DATE | Contains the date and time when the project was last executed. | Null | No |
| PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a project. | Not Null | No |
| PROJECT_RUN_DATE | DATE | Contains the date and time of the project iteration. | Not Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |

Table 7.81 PROJECT_STEP_RUN Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|--|-------------|-------|
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------------|--------------|--|-------------|-------|
| WORKFLOW_STEP_EXECUTED_USER_ID | VARCHAR2(32) | Contains the unique identifier for the user who last executed the workflow step. | Null | No |
| WORKFLOW_STEP_EXECUTION_DTTM | DATE | Contains the date and time when the project workflow step was last executed. | Null | No |

Table 7.82 PROJECT_STEP_SUMMARY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|---------------|--|-------------|-------|
| ACTIVE_STEP_IND | CHAR(1) | Indicates whether the workflow step is activated in the project. | NULL | No |
| IMPORTED_FRM_PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a project from which workflow step configuration was imported into the current project. | Null | No |
| PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a project. | Not Null | No |
| PROJECT_STEP_DESC | VARCHAR2(500) | Contains the description that is associated with the workflow step of a project. | Null | No |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| PROJECT_STEP_NAME | VARCHAR2(40) | Contains the name associated with the project workflow step. | Null | No |
| WORKFLOW_STEP_CREATE_DTTM | DATE | Contains the date and time when the project workflow step was created. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------------|--------------|--|-------------|-------|
| WORKFLOW_STEP_CREATION_USER_ID | VARCHAR2(32) | Contains the unique identifier for the user who created the workflow step. | Null | No |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | No |
| WORKFLOW_STEP_IMPORTED_IND | CHAR(1) | Indicates whether the workflow step for the project is imported from another project. | Null | No |
| WORKFLOW_STEP_MODIFIED_DTTM | DATE | Contains the date and time when the project workflow step was last modified. | Null | No |
| WORKFLOW_STEP_MODIFIED_USER_ID | VARCHAR2(32) | Contains the unique identifier of a user who last modified a workflow step. | Null | No |
| WORKFLOW_STEP_RESET_IND | CHAR(1) | Indicates whether the workflow step is reset. | Null | No |
| WORKFLOW_STEP_STATUS_CD | VARCHAR2(10) | Contains the code for status of workflow step in the project context, such as enabled, disabled, successful, and failed. | Not Null | No |

Table 7.83 PROJECT_SUMMARY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|--------------|---|-------------|-------|
| LOADED_FRM_PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a project from which project configuration was imported into the current project | Null | No |
| PROJECT_ACTIVE_IND | CHAR(1) | Indicates whether the project is active or valid. | Null | No |
| PROJECT_CREATE_D_BY_USER_ID | VARCHAR2(32) | Contains the unique Identifier of a user who created the project. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|---------------|---|-------------|-------|
| PROJECT_CREATION_DTTM | DATE | Contains the date and time when the project was created. | Null | No |
| PROJECT_DESC | VARCHAR2(500) | Contains the description of the project. | Null | No |
| PROJECT_EXECUTION_MODE_IND | CHAR(1) | Indicates whether the execution mode of the project run is batch or design. The value Y indicates the batch mode. | Not Null | No |
| PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a project. | Not Null | Yes |
| PROJECT_MODIFIED_BY_USER_ID | VARCHAR2(32) | Contains the unique Identifier of a user who last modified the project. | Null | No |
| PROJECT_MODIFIED_DTTM | DATE | Contains the date and time when the project was last modified. | Null | No |
| PROJECT_NM | VARCHAR2(40) | Contains the name of the project that is specified by a business or application user. | Null | No |
| PROJECT_OWNER_USER_ID | VARCHAR2(32) | Contains the unique identifier of a user who is the owner of the project. | Not Null | No |
| PROJECT_STATUS_CD | VARCHAR2(10) | Contains the code for status of the project. | Not Null | No |
| SHARED_PROJECT_IND | CHAR(1) | Indicates whether the project is shared with other application users. | Null | No |

Table 7.84 PROJECT_X_CONFIG_PARAMETER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------|--------------|--|-------------|-------|
| BPP_PRMTR_VALUE_ID | VARCHAR2(32) | Contains the unique identifier associated to a value for a parameter in the application context. | Null | No |
| PRMTR_ACTUAL_VALUE | VARCHAR2(40) | Contains the value of the parameter, which is an input to configuration for the project iteration. | Null | No |
| PRMTR_ID | VARCHAR2(32) | Contains the unique identifier of a parameter in the application context. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Table 7.85 PROJECT_X_WKFLWSTP_STATUS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|--------------|--|-------------|-------|
| PROJECT_BATCH_RUN_ID | VARCHAR2(32) | Contains the unique identifier generated for an iteration of a project that is executed in batch mode. | Not Null | Yes |
| PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a project. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------|--------------|---|-------------|-------|
| PROJECT_STEP_STATUS_CD | VARCHAR2(10) | Contains the code for status of the project workflow step, such as, active, modified, successful, processing, and failed. | Not Null | No |
| RUN_END_DTTM | DATE | Contains the date and time when the workflow step for a project run finished execution. | Null | No |
| RUN_START_DTTM | DATE | Contains the date and time when the workflow step for a project run started execution. | Null | No |

Table 7.86 REPCUST_CONFIG Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------|--------------|--|-------------|-------|
| ACTUAL_REPCUS_CNT | NUMBER(10) | Contains the number of representative customers that are selected by the representative customer selection process for each microsegment. | Null | No |
| BPP_PRMTR_VALUE_ID | VARCHAR2(32) | Contains the unique identifier associated to a value for a parameter in the application context. | Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| PRMTR_ACTUAL_VALUE | VARCHAR2(20) | Contains the value of the parameter, which is an input into representative customer selection for the project iteration. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|---|-------------|-------|
| PRMTR_ID | VARCHAR2(32) | Contains the unique identifier of a parameter in the application context. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_CNT | NUMBER(10) | Contains the number of actual representative customers. | Null | No |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Table 7.87 RPT_ELEMENT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------------|---------------|--|-------------|-------|
| RPT_CAPTION | VARCHAR2(500) | Contains the caption of the report element. | Null | No |
| RPT_CREATION_DTTM | DATE | Contains the date and time when the report element was created. | Not Null | No |
| RPT_ELMNT_CREATED_BY_USER_ID | VARCHAR2(32) | Contains the unique identifier of the user who created the report element. | Null | No |
| RPT_ENBL_LGND_IND | CHAR(1) | Indicates whether the legends are enabled for a custom report. | Null | No |
| RPT_EXECUTION_DTTM | DATE | Contains the date and time when the report element was executed. | Null | No |
| RPT_FOOTNOTE | VARCHAR2(500) | Contains the footnote associated with the report element. | Null | No |
| RPT_GRAPH_FORMAT_CD | VARCHAR2(10) | Contains the code for the graph format that is associated with a report element. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|---------------|--|-------------|-------|
| RPT_GRP_ID | VARCHAR2(32) | Contains the unique identifier of a report group. | Not Null | No |
| RPT_ID | VARCHAR2(32) | Contains the unique identifier of a report. | Not Null | Yes |
| RPT_X_AXIS_LABEL | VARCHAR2(100) | Contains the label to be displayed on the X axis for the report element. | Null | No |
| RPT_Y_AXIS_LABEL | VARCHAR2(100) | Contains the label to be displayed on the Y axis for the report element. | Null | No |

Table 7.88 RPT_ELEMENT_SRC Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------|--------------|--|-------------|-------|
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| RPT_ID | VARCHAR2(32) | Contains the unique identifier of a report. | Not Null | Yes |
| RPT_SRC_TBL_NM | VARCHAR2(40) | Contains the table name, which sources the population of reporting variables. | Not Null | No |
| RPT_STATUS_CD | VARCHAR2(10) | Contains the code for status of the report element, such as successful and failed. | Not Null | No |

Table 7.89 RPT_GROUP_SUMMARY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|--------------|---|-------------|-------|
| PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a project. | Not Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|---------------|---|-------------|-------|
| RPT_BOOKMARKED_IND | CHAR(1) | Indicates whether the custom report defined by the user is bookmarked. Bookmarked reports are automatically executed in batch iterations for the project. | Null | No |
| RPT_CREATED_BY_USER_ID | VARCHAR2(32) | Contains the unique identifier of the user who created the report group. | Not Null | No |
| RPT_CTGRY_ID | VARCHAR2(32) | Contains the unique identifier of a report category. | Not Null | No |
| RPT_GRP_CREATION_DTTM | DATE | Contains the date and time when the report group was created. | Not Null | No |
| RPT_GRP_DESC | VARCHAR2(500) | Contains the description of the report category. | Null | No |
| RPT_GRP_ID | VARCHAR2(32) | Contains the unique identifier of a report group. | Not Null | Yes |
| RPT_GRP_MODIFICATION_DTTM | DATE | Contains the date and time when the report group was modified. | Null | No |
| RPT_GRP_NM | VARCHAR2(40) | Contains the name of the report group. | Null | No |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | No |

Table 7.90 RPT_VRBL_SUMM Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------|--------------|--|-------------|-------|
| RPT_CTGRY_ID | VARCHAR2(32) | Contains the unique identifier of a report category. | Not Null | Yes |
| RPT_ID | VARCHAR2(32) | Contains the unique identifier of a report. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Table 7.91 TRGT_SGMT_CNT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------|--------------|--|-------------|-------|
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| TRGT_SGMT_CUST_CNT | NUMBER(10) | Stores the number of customers in the target segment. | Null | No |

Table 7.92 TRGT_SGMT_FLTR_EXPRSSN Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|--------------|---|-------------|-------|
| EXPRSSN_BOOLEAN_OPERATOR_VL | VARCHAR2(10) | Contains the Boolean operator value that is used in target segment filter expressions. | Null | No |
| EXPRSSN_CREATE_DT | DATE | Contains the date and time when the target segment was created in the application mart. | Null | No |
| EXPRSSN_SEQNC | INTEGER | Contains the expression execution sequence for the target segment filter definition. | Not Null | Yes |
| EXPRSSN_UPDATED_DT | DATE | Contains the date and time when the target segment was updated in application mart. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------|---------------|---|-------------|-------|
| OPRTR_ID | VARCHAR2(32) | Contains the unique identifier that is associated with a mathematical operator used in the target segment filter definition. | Not Null | Yes |
| TMP_EXPRSSN_ADD_IND | CHAR(1) | Indicates whether the user has added an expression for the target segment filter definition but not saved it. | Null | No |
| TMP_EXPRSSN_DELETE_IND | CHAR(1) | Indicates whether the user has deleted an expression from the target segment filter definition but not saved it. The user interface uses this information to detect temporary changes. | Null | No |
| TMP_PERSISTED_IND | CHAR(1) | Indicates whether the expression is persisted across save, edit and delete actions that can be performed by the user | Null | No |
| TRGTSGMT_FLTR_ID | VARCHAR2(32) | Contains the unique identifier for the target segment filter. A filter consists of customer population that is defined through combinations of customer attributes values. It is visually represented as a node in the target segment definition. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |
| VRBL_VAL | VARCHAR2(500) | Contains the variable value for the variable used in the target segment filter definition. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------|-----------|---|-------------|-------|
| VRBL_VALUE_ID_IND | CHAR(1) | Indicates whether the variable value contains the actual value or identifier. | Not Null | Yes |

Table 7.93 TRGT_SGMT_FLTR_SUMMARY Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|--|-------------|-------|
| TGRTSGMT_PARENT_FLTR_ID | VARCHAR2(32) | Contains the unique identifier for a target segment filter that is identified as a parent to the current filter. | Null | No |
| TGRTSGMT_ROOT_NODE_IND | CHAR(1) | Indicates whether the filter is the root node for the target segment. | Null | No |
| TMP_FLTD_ADD_IND | CHAR(1) | Indicates whether the user has added a filter in the target segment definition but not saved it. The user interface uses this information to detect temporary changes. | Null | No |
| TMP_FLTD_DEL_IND | CHAR(1) | Indicates whether the user has deleted a filter in the target segment definition but not saved it. The user interface uses this information to detect temporary changes. | Null | No |
| TRGTSGMT_CUST_CNT | NUMBER(10) | Stores the number of customers that are associated with the filter in the target segment definition. | Null | No |
| TRGTSGMT_CUST_PRNT_PCT | NUMBER(18,2) | Contains the percentage of customers that are associated to the current filter node over customers associated to parent filter node in the target segment definition. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------------|---------------|---|-------------|-------|
| TRGTSGMT_CUST_TOT_PCT | NUMBER(18,2) | Contains the percentage of customers that are associated to the current filter node over entire population in the target segment definition. | Null | No |
| TRGTSGMT_FLTR_CREATE_DTTM | DATE | Contains the date and time when the target segment filter was created. | Null | No |
| TRGTSGMT_FLTR_CREATION_USER_ID | VARCHAR2(500) | Contains the unique identifier for user who created a target segment filter definition. | Null | No |
| TRGTSGMT_FLTR_DESC | VARCHAR2(500) | Contains the description of the target segment filter definition. | Null | No |
| TRGTSGMT_FLTR_ID | VARCHAR2(32) | Contains the unique identifier for the target segment filter. A filter consists of customer population that is defined through combinations of customer attributes values. It is visually represented as a node in target segment definition. | Not Null | Yes |
| TRGTSGMT_FLTR_MODIFIED_DTTM | DATE | Contains the date and time when the target segment filter was modified. | Null | No |
| TRGTSGMT_FLTR_MODIFIED_USER_ID | VARCHAR2(500) | Contains the unique identifier of the user who last modified the target segment filter definition. | Null | No |
| TRGTSGMT_FLTR_NM | VARCHAR2(40) | Contains the name of the target segment filter definition. | Null | No |

Table 7.94 TRGT_SGMT_X_TRGT_SGMT_FLTR Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|--------------|---|-------------|-------|
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| TRGTSGMT_FLTR_ID | VARCHAR2(32) | Contains the unique identifier for the target segment filter. A filter consists of customer population that is defined through combinations of customer attributes values. It is visually represented as a node in target segment definition. | Not Null | Yes |
| TRGTSGMT_FLTR_LEAF_NODE_IND | CHAR(1) | Indicates whether the filter is a leaf node in the target segment definition. | Null | No |

Table 7.95 WKFLWSTP_AVBL_VRBL_VAL_MASTER Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|--------------|---|-------------|-------|
| BPP_REF_VARIABLE_VALUE_ID | VARCHAR2(32) | Contains the unique identifier associated with the reference value for a business variable used in the application. | Not Null | Yes |
| BSNSGRP_ID | VARCHAR2(32) | Contains the unique identifier for a business group. A business group is a logical grouping of customers based on a static set of customer attributes | Not Null | Yes |
| WORKFLOW_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step. | Not Null | Yes |

Chapter 8

Column Descriptions of Project-Specific Tables

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Project-Specific Tables

Table 8.1 *BBILLRECALC_DTL Table*

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|--------------|---|-------------|-------|
| BASE_OFFER_ID | VARCHAR2(32) | Contains the business identifier for an offer that is the base offer for an offer bundle. | Null | No |
| BILL_CYCLE_CD | VARCHAR2(10) | Contains the code for a billing cycle as defined in the sourcing billing system. | Not Null | No |
| BILL_END_DT | DATE | Indicates the date on which the bill is generated. | Not Null | Yes |
| COMPETITOR_OFFER_IND | CHAR(1) | Indicates whether the offer bundle is owned by a competitor. | Null | No |
| CURR_OFFER_BUNDLE_IND | CHAR(1) | Indicates whether the offer bundle is currently associated with the customer. | Null | No |
| CUST_ID | VARCHAR2(32) | Indicates the business identifier for the customer. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|--------------|---|-------------|-------|
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for the microsegment. This key uniquely identifies the cluster for a microsegmentation analytical model. | Not Null | Yes |
| NEW_OFFER_BUNDLE_IND | CHAR(1) | Indicates whether the offer bundle is new and whether it is defined in the Foundation data mart. | Null | No |
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier for the offer bundle. | Not Null | Yes |
| PROCESSED_DTM | DATE | Contains the date and time when the record was created or updated in the Application data mart. | Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| SOURCE_SYSTEM_CD | VARCHAR2(10) | Contains the code for the source system that created a record in the table. | Null | No |
| TOTAL_BILL_AMT | NUMBER(15,3) | Contains the total bill amount, which is the sum of bill usage and non-usage amount, excluding taxes. | Null | No |
| TOTAL_DISCOUNT_AMT | NUMBER(15,3) | Contains the total discounted amount in a single bill of the customer. | Null | No |

Table 8.2 BILLRECALC_NONUSG_DTL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------|--------------|--|-------------|-------|
| BILL_CYCLE_CD | VARCHAR2(10) | Contains the code for a billing cycle as defined in the sourcing billing system. | Null | No |
| BILL_END_DT | DATE | Indicates the date on which the bill is generated. | Not Null | Yes |
| BILL_NONUSG_AMT | NUMBER(15,3) | Contains the total non-usage charges in a single bill of the customer. | Null | No |
| BILL_NONUSG_DISCOUNT_AMT | NUMBER(15,3) | Contains the total discounted amount that is applicable for non-usage charges in a single bill of the customer. | Null | No |
| CHARGE_GROUP_CODE | VARCHAR2(10) | Indicates whether the charge group is a recurring charge (RC) or a one-time charge (OC). | Not Null | Yes |
| CHARGE_TYPE | VARCHAR2(10) | Indicates a type of fixed charge such as one-time installation and recurring rental charges. A code is assigned by the business to the charge type that defines the type of fixed charges that are applicable. | Not Null | Yes |
| CUST_ID | VARCHAR2(32) | Contains the business identifier for the customer. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for the microsegment. This key uniquely identifies the microsegment for a microsegmentation analytical model. | Not Null | Yes |
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier for the offer bundle. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| OFFER_ID | VARCHAR2(32) | Contains the business identifier for an offer. | Not Null | Yes |
| PROCESSED_DTM | DATE | Contains the date and time when the record was created or updated in the Application data mart. | Null | No |
| PRODUCT_ID | VARCHAR2(32) | Contains the business identifier for marketable entity that has hardware, services, or combination of both. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| SERVICE_ID | VARCHAR2(32) | Contains the business identifier for the entity that describes a part of the logical functionality of the product. | Not Null | Yes |
| SOURCE_SYSTEM_CD | VARCHAR2(10) | Contains the code for the source system that created a record in the table. | Null | No |

Table 8.3 BILLRECALC_USG_DTL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------|--------------|--|-------------|-------|
| BILL_CYCLE_CD | VARCHAR2(10) | Contains the code for a billing cycle as defined in the sourcing billing system. | Null | No |
| BILL_END_DT | DATE | Indicates the date on which the bill is generated. | Not Null | Yes |
| BILL_USG_AMT | NUMBER(15,3) | Contains the total usage charges in a single bill of the customer. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|--------------|---|-------------|-------|
| BILL_USG_DISCO UNT_AMT | NUMBER(15,3) | Contains the total discounted amount that is applicable for usage charges in a single bill of the customer. | Null | No |
| CUST_ID | VARCHAR2(32) | Contains the business identifier for a customer. | Not Null | Yes |
| EVENT_TYPE_ID | VARCHAR2(32) | Contains the business identifier for an entity that describes the type of transaction on which the rating is performed. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for the microsegment. This key uniquely identifies the cluster for a microsegmentation analytical model. | Not Null | Yes |
| OFFER_BUNDLE_I D | VARCHAR2(32) | Contains the business identifier for the offer bundle. | Not Null | Yes |
| PROCESSED_DTT M | DATE | Contains the date and time when the record was created or updated in the Application data mart. | Null | No |
| PRODUCT_ID | VARCHAR2(32) | Contains the business identifier for marketable entity that has hardware, services, or combination of both. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|--|-------------|-------|
| SERVICE_ID | VARCHAR2(32) | Contains the business identifier for the entity that describes a part of the logical functionality of the product. | Not Null | Yes |
| SOURCE_SYSTEM_CD | VARCHAR2(10) | Contains the code for the source system that created a record in the table. | Null | No |

Table 8.4 MCSGMT_CUST_MEM_DTLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------------|--------------|--|-------------|-------|
| CUST_ID | VARCHAR2(32) | Contains the business identifier of a customer. | Null | No |
| CUST_OUTLIER_EXIST_IND | CHAR(1) | Indicates whether the customer is an outlier with respect to the current microsegment distribution | Null | No |
| CUST_SK | NUMBER(10) | Contains the surrogate key of the customer. | Not Null | Yes |
| DIST_FRM_ORIG_MCSGMT_CENTROID | NUMBER(15,4) | Contains the distance of the customer from original microsegment centroid. | Null | No |
| DIST_FRM_SHFTD_MCSGMT_CENTROID | NUMBER(15,4) | Contains the distance of the customer from the shifted microsegment centroid. | Null | No |
| ELIGIBILITY_ID | VARCHAR2(32) | Contains the unique identifier for a unique combination of values for eligibility attributes. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------------|--------------|---|-------------|-------|
| MCSGMT_ANYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation is executed for a project. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_IND | CHAR(1) | Indicates whether the customer is a representative customer for the microsegment that is associated with the customer. | Null | No |
| SAMPLE_CUST_IND | CHAR(1) | Indicates whether the customer was a part of analysis on sample population. | Null | No |
| SPREAD_BUCKET_ID | VARCHAR2(32) | Contains the unique identifier that is associated with a statistical spread bucket. | Null | No |

Table 8.5 OFFER_ASSMBLY_DTL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|--------------|--|-------------|-------|
| COMPETITOR_OFFER_IND | CHAR(1) | Indicates whether the offer bundle is owned by a competitor. | Null | No |
| CUST_ID | VARCHAR2(32) | Contains the business identifier of the customer. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for microsegment. This key uniquely identifies a cluster for a microsegment analytical model. | Not Null | Yes |
| NEW_OFFER_BUNDLE_IND | CHAR(1) | Indicates whether the offer bundle is new and is not defined in the Foundation data mart. | Null | No |
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier of the offer bundle. | Not Null | Yes |
| PROCESSED_DTTM | DATE | Contains the date and time when the record was created or updated in the Application data mart. | Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| SOURCE_SYSTEM_CD | VARCHAR2(10) | Contains the code for the source system that created a record in the table. | Null | No |

Table 8.6 OFRNK_BILL_SUMM_RPT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------------|--------------|---|-------------|-------|
| BILL_DIFF_AMT | NUMBER(15,3) | Indicates the difference between the bill on current offer bundle and bill on ranked offer bundle for the customer. | Null | No |
| CURR_OFFER_BUNDLE_IND | CHAR(1) | Indicates whether the offer bundle is currently associated to the customer. | Null | No |
| CURR_OFFER_BILL_AMT | NUMBER(15,3) | Contains the total bill amount on current offer. | Null | No |
| CUST_ID | VARCHAR2(32) | Contains the business identifier of the customer. | Null | No |
| MCSGMT_ANALYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation is executed for a project. | Not Null | Yes |
| MCSGMT_BUSINESS_NAME | VARCHAR2(40) | Contains the name of the microsegment that is assigned by the business or application user. | Null | No |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for microsegment. This key uniquely identifies a cluster for a microsegment analytical model. | Not Null | Yes |
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier of the offer bundle. | Not Null | Yes |
| OFFER_BUNDLE_NAME | VARCHAR2(40) | Contains the name of the offer bundle. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------|--------------|--|-------------|-------|
| OFFER_BUNDLE_RNK | NUMBER(6) | Contains the rank of offer bundle that is calculated by the offer ranking process for the representative customer in the microsegment. | Null | No |
| PCT_CHG | NUMBER(9,4) | Contains the percent change in the bill amount for bill on ranked offer over bill on current offer. | Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_SK | NUMBER(10) | Contains the surrogate key for the customer who is identified as a representative customer of a microsegment. | Not Null | Yes |
| RNKD_OFFR_BILL_AMT | NUMBER(15,3) | Contains the total bill amount on the ranked offer bundle for the customer. | Null | No |

Table 8.7 OFRNK_RNKD_CUST_BILL_DTL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------|--------------|--|-------------|-------|
| CURR_BILL_AMT | NUMBER(15,3) | Contains the total bill amount that is attributed to the current variable. | Null | No |
| CUST_ID | VARCHAR2(32) | Contains the business identifier for a customer. | Null | No |
| CUST_SK | NUMBER(10) | Contains the surrogate key for a customer. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|---|-------------|-------|
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for a microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| OFFER_BUNDLE_NM | VARCHAR2(40) | Contains the name of the offer bundle. | Null | No |
| OFFER_BUNDLE_RNK | NUMBER(6) | Contains the rank of the offer bundle for the customer that is derived based on the results of offer ranking done at the representative customer level. | Not Null | Yes |
| PCT_CHG | NUMBER(9,4) | Contains the percentage change in the bill amount for bill on ranked offer over bill on current offer. | Null | No |
| PRECISE_BILL_AMT | NUMBER(15,3) | Contains the total future bill amount for customer on a ranked offer bundle that is derived out of precise rating. | Null | No |
| PRECISE_OFFER_BUNDLE_NM | VARCHAR2(40) | Contains the name of the offer bundle on which precise rating is performed for the customer. | Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_ID | VARCHAR2(32) | Contains the business identifier for a customer who is identified as a representative customer of a microsegment. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|------------|---|-------------|-------|
| REP_CUST_SK | NUMBER(10) | Contains the surrogate key for the customer who is identified as a representative customer of a microsegment. | Null | No |

Table 8.8 OFRNM_RNKM_CUST_OFFERS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|---|-------------|-------|
| CUST_SK | NUMBER(10) | Contains the surrogate key for the customer. | Not Null | Yes |
| MCSGMT_ANYTICL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time when microsegmentation workflow step is executed for a project. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for microsegment. This key uniquely identifies a microsegment or cluster for a microsegment analytical model. | Not Null | Yes |
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier of the offer bundle. | Not Null | Yes |
| OFFER_BUNDLE_RANK | NUMBER(6) | Contains the rank of the offer bundle for the customer that is derived based on the results of offer ranking done at the representative customer level. | Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|---|-------------|-------|
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_SK | NUMBER(10) | Contains the surrogate key for the customer who is identified as a representative customer of a microsegment. | Not Null | Yes |

Table 8.9 OFRNK_RNKD_MCSGMT_OFFERS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------------|--------------|--|-------------|-------|
| MCSGMT_ANALYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time the microsegmentation workflow step is executed for a project. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for the microsegment. This key uniquely identifies a micro segment or cluster for a microsegment analytical model. | Not Null | Yes |
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier of the offer bundle. | Not Null | Yes |
| OFFER_BUNDLE_RANK | NUMBER(6) | Contains the rank of offer bundle that is calculated by the offer ranking process for the representative customer in the microsegment. | Null | No |
| OFFER_SCORE_ACTUAL | NUMBER(15,4) | Contains the offer bundle actual score that is derived from offer ranking. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------|--------------|---|-------------|-------|
| OFFER_SCORE_RELATIVE | NUMBER(15,4) | Contains the offer bundle score that is relative to the highest ranked offer bundle. | Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_SK | NUMBER(10) | Contains the surrogate key for the customer who is identified as a representative customer of a microsegment. | Not Null | Yes |
| TIER_CLUSTER_ID | VARCHAR2(32) | Contains the unique identifier for a cluster or tier of ranked offers. Tiers are created as part of offer bundle clustering that is performed during the offer ranking process. | Null | No |

Table 8.10 OFRNM_WTRGT_SGMT_VALS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------------------|--------------|---|-------------|-------|
| MCSGMT_ANALYTICAL_MODEL_ID | VARCHAR2(32) | Contains the unique identifier that is associated with an analytical model for microsegmentation. An analytical model is created the first time that microsegmentation is executed for a project. | Not Null | Yes |
| MCSGMT_SK | NUMBER(10) | Contains the surrogate key for microsegment. This key uniquely identifies a cluster for a microsegment analytical model. | Not Null | Yes |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|---|-------------|-------|
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier of the offer bundle. | Not Null | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |
| REP_CUST_SK | NUMBER(10) | Contains the surrogate key for the customer who is identified as a representative customer of a microsegment. | Not Null | Yes |
| VARIABLE_ID | VARCHAR2(32) | Contains the unique identifier for a variable used in the application. | Not Null | Yes |
| VARIABLE_WT | NUMBER(15,4) | Contains the weight assigned to the performance variable for offer ranking. | Null | No |

Table 8.11 TRGT_SGMT_FLTR_X_CUST Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|--|-------------|-------|
| CUST_ID | VARCHAR2(32) | Contains the business identifier for a customer. | Not Null | Yes |
| CUST_SK | NUMBER(10) | Contains the surrogate key for a customer. | Null | No |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | Not Null | Yes |
| PROJECT_STEP_ID | VARCHAR2(32) | Contains the unique identifier for a workflow step of a project. | Not Null | Yes |

Chapter 9

Column Descriptions of Business Data Tables

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Business Data Tables

Table 9.1 BSNSGRP_X_BPP_FLTR_X_CUST Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------|--------------|---|-------------|-------|
| BSNSGRP_FILTER_ID | VARCHAR2(32) | Contains the unique identifier for a filter that is used in the business group definition. A filter is a logical entity that represents a unique combination of values of participating attributes. | Not Null | No |
| CUST_ID | VARCHAR2(32) | Contains the business identifier of a customer. | Not Null | No |
| CUST_SK | NUMBER(10) | Contains the surrogate key of a customer. | Not Null | Yes |

Table 9.2 CUST_DTL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------|--------------|---|-------------|-------|
| ACQUIRING_CAM PAIGN_CD | VARCHAR2(10) | Contains the code for the acquiring campaign. This code is based on the code that is assigned to the campaign type. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------------|---------------|---|-------------|-------|
| AGE_BAND_CD | VARCHAR2(10) | Contains the code for an age band definition. | Null | No |
| AGRMNT_TYPE_CD | VARCHAR2(10) | Contains the code for type of agreement. | Null | No |
| ANALYTICAL_MODEL_ID | VARCHAR2(32) | Contains the business key for the analytical model. The value for this column is populated from the Foundation data mart. | Null | No |
| ANALYTICAL_MODEL_SEGMENT_CNCT | VARCHAR2(100) | Stores the concatenated value that is generated from the analytical model ID and segment code associated with the customer. | Null | No |
| ANALYTICAL_SEGMENT_CD | VARCHAR2(10) | Contains the code for an analytical segment. This column is generated as a result of creating the analytical segmentation model. | Null | No |
| BASE_OFFER_CUSTOMER_TYPE_CD | VARCHAR2(10) | Contains the code for customer type eligibility for the base offer of a certain offer bundle, such as SME, public sector, and large business. | Null | No |
| BASE_OFFER_ID | VARCHAR2(32) | Contains the business identifier for an offer that is identified as the base offer for an offer bundle. | Not Null | No |
| BASE_OFFER_NM | VARCHAR2(40) | Contains the name of the base offer. | Null | No |
| BASE_OFFER_PAYMENT_MODE_CD | VARCHAR2(10) | Contains the code for the payment mode, such as prepaid and postpaid mobility that is associated with the base offer of an offer bundle. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|--------------|---|-------------|-------|
| BASE_OFFER_SEGMENT_CD | VARCHAR2(10) | Contains the code for a segmentation scheme at the base offer level. | Null | No |
| BASE_OFFER_TYPE_CD | VARCHAR2(10) | Contains the code for a type of base offer. | Null | No |
| BILL_ARPU_BAND | VARCHAR2(10) | Contains the code for an ARPU band that is based on the bill amount for a postpaid payment mode and recharge for a prepaid payment mode. | Null | No |
| BPP_AVAILED_IND | CHAR(1) | Indicates whether the customer has availed any offer bundle that was recommended as the best offer and was offered to him or her in the past. | Null | No |
| CAMPAIGN_CD | VARCHAR2(10) | Contains the code for the campaign that is associated with offer recommendations made by the CSP. | Null | No |
| CHURN_BAND_CD | VARCHAR2(10) | Contains the code for churn band definitions. | Null | No |
| CHV | NUMBER(15,3) | Contains the customer historical value. This value is a calculated measure and is populated by the sourcing ETL. | Null | No |
| CITY_CD | VARCHAR2(10) | Contains the code for the city in which the customer address is defined. | Null | No |
| CLTV | NUMBER(15,3) | Contains the customer life time value. This value is a calculated measure and is populated by the sourcing ETL. | Null | No |
| COUNTY_CD | VARCHAR2(10) | Contains the code for the county in which the customer address is defined. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|---------------------------|--------------|---|-------------|-------|
| CUST_ACQUIRING_CHANNEL_ID | VARCHAR2(32) | Contains the unique identifier of the channel through which the customer was acquired. | Null | No |
| CUST_ACQUIRING_CHANNEL_NM | VARCHAR2(40) | Contains the name of the acquiring channel associated with the customer. | Null | No |
| CUST_ADDRESS_POSTAL_CD | VARCHAR2(10) | Contains the code for postal address or identity associated with the address of the customer. | Null | No |
| CUST_CREDIT_CLASS_CD | VARCHAR2(10) | Contains the code associated with a credit class of a customer. | Null | No |
| CUST_ID | VARCHAR2(32) | Contains the business identifier of a customer. | Not Null | Yes |
| CUST_MANAGING_CHANNEL_ID | VARCHAR2(32) | Contains the unique identifier of the managing channel that is associated with the customer. | Null | No |
| CUST_MANAGING_CHANNEL_NM | VARCHAR2(40) | Contains the name of the managing channel that is associated with the customer. | Null | No |
| CUST_SK | NUMBER(8) | Contains the surrogate key of the customer. | Not Null | No |
| CUST_STATUS_CD | VARCHAR2(10) | Contains the code for status that is associated with the customer, such as active and suspended. | Null | No |
| CUST_TYPE_CD | VARCHAR2(10) | Contains the code for customer type, such as individual, small or medium enterprise, and corporate. | Null | No |
| DATA_USG_ARPU_BAND | VARCHAR2(10) | Contains the code for the ARPU band based on the data usage. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------------|--------------|---|-------------|-------|
| ELIGIBILITY_COMBINATION_ID | VARCHAR2(32) | Contains the unique identifier for a unique combination of values for eligibility attributes. | Null | No |
| EXPECTED_TENURE_IN_DAYS | INTEGER | Contains the expected remaining tenure of a customer with the CSP computed in days. This value is derived from the lifetime calculations. | Null | No |
| GROSS_USG_ARPU_BAND | VARCHAR2(10) | Contains the code for the ARPU band based on the total usage. | Null | No |
| IND_CUST_CSP_EMPLOYEE_IND | CHAR(1) | Indicates whether the individual customer is an employee of the CSP. | Null | No |
| IND_CUST_EDUCATION_LEVEL_CD | VARCHAR2(10) | Contains the code for the educational level of an individual customer. | Null | No |
| IND_CUST_ETHNICITY_CD | VARCHAR2(10) | Contains the code for ethnicity of the individual customer. | Null | No |
| IND_CUST_GENDER_CD | VARCHAR2(10) | Contains the code for gender of the individual customer. | Null | No |
| IND_CUST_INCOME_RANGE_CD | VARCHAR2(10) | Contains the code for income range of the individual customer. | Null | No |
| IND_CUST_MARITAL_STATUS_CD | VARCHAR2(10) | Contains the code for marital status of the individual customer. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|--|--------------|--|-------------|-------|
| IND_CUST_SEGME NT_TYPE_CD | VARCHAR2(10) | Contains the code for segmentation scheme at the individual customer level. Demographic: age, social class, marital status, number of children. Socio-economic: occupation, income, assets. Geographical: location. General behavioral: shopping, leisure. | Null | No |
| IND_CUST_STD_O CCUPATION_CD | VARCHAR2(10) | Contains the code for occupation of the individual customer. | Null | No |
| IND_OCCUPATION _INDUSTRY_GRP_ CD | VARCHAR2(10) | Contains the code for industrial grouping scheme of occupation of the individual customer. | Null | No |
| LOYALTY_CATEG ORY_CD | VARCHAR2(10) | Contains the code for category of loyalty based on certain criteria such as duration of relationship between CSP and customer. | Null | No |
| MESSAGE_USG_A RPU_BAND | VARCHAR2(10) | Contains the code for the ARPU band based on messages usage. | Null | No |
| OFFER_BUNDLE_I D | VARCHAR2(32) | Contains the business identifier for the offer bundle. | Not Null | No |
| OFFER_BUNDLE_ NM | VARCHAR2(40) | Contains the name of the offer bundle. | Null | No |
| ORG_CUST_ORG_ TYPE_CD | VARCHAR2(10) | Contains the code for type of organization of the organizational customer. | Null | No |
| ORG_CUST_SEGM ENT_TYPE_CD | VARCHAR2(10) | Contains the code for segmentation scheme of the organizational customer. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------------|--------------|--|-------------|-------|
| PROCESSED_DTM | DATE | Contains the date and time when the record was created or updated in the Foundation data mart. | Null | No |
| PROFITABILITY_BAND_CD | VARCHAR2(10) | Contains the code for the profitability band. | Null | No |
| REGION_CD | VARCHAR2(10) | Contains the code of the region for which customer address is defined. | Null | No |
| SALES_CHANNEL_ID | VARCHAR2(32) | Contains the unique identifier for a channel that is associated with sales to a customer. | Null | No |
| SALES_CHANNEL_NM | VARCHAR2(40) | Contains the name of the sales channel. | Null | No |
| STATE_CD | VARCHAR2(10) | Contains the code for state or region of the customer address. | Null | No |
| TENURE_ON_NETWORK_BAND | VARCHAR2(10) | Contains the tenure band of the customer based on the customer's tenure with the CSP. | Null | No |
| VOICE_USG_ARPU_BAND | VARCHAR2(10) | Contains the code for the ARPU band based on the voice usage. | Null | No |

Chapter 10

Column Descriptions of Interface Tables

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Interface Tables

Table 10.1 BPP_INF_AUDIT Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------------------|--------------|---|-------------|-------|
| DATA_COUNT | NUMBER(6) | Contains the number of data rows in an interface transaction. | Null | No |
| ERR_CD | VARCHAR2(10) | Contains the code for the type of error that can occur during application processing. | Null | No |
| EXECUTION_STAT US_CD | VARCHAR2(10) | Contains the code that represents the status of execution of a particular interface step. | Not Null | No |
| INTERACTION_TY PE_CD | VARCHAR2(10) | Contains the code that indicates the type of interaction between systems using the SAS Offer Optimization for Communications interface. | Not Null | Yes |
| PROCESSED_DTT M | DATE | Contains the date and time when the record was created or updated in the Application data mart. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|---|-------------|-------|
| SESSION_ID | VARCHAR2(32) | Contains the unique identifier of an interface session between SAS Offer Optimization for Communications and an external offer catalog or billing engine. | Not Null | Yes |
| SOURCE_SYSTEM_CD | VARCHAR2(10) | Contains the code for the source system that created a record in the table. | Null | No |

Table 10.2 BPP_INF_ERROR Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-------------|---------------|---|-------------|-------|
| ERR_CD | VARCHAR2(100) | Contains the code for the type of error that can occur during application processing. | Not Null | Yes |

Table 10.3 BPP_INF_ERROR_NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------|---------------|---|-------------|-------|
| ERR_CD | VARCHAR2(100) | Contains the code for the type of error that can occur during application processing. | Not Null | Yes |
| ERR_DSPLY_DESC | VARCHAR2(500) | Contains the description of the error code that is displayed in the UI. | Null | No |
| ERR_DSPLY_NM | VARCHAR2(40) | Contains the name of the error code that is displayed in the UI. | Null | No |
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |

Table 10.4 BPP_INF_NW_OFFER_BUNDLES Table

| Column Name | Data Type | Description | Null Option | Is PK |
|--------------------|---------------|---|-------------|-------|
| BASE_OFFER_IND | CHAR(1) | Indicates whether the current offer is the base offer for an offer bundle. | Null | No |
| CATALOG_VERSION | NUMBER(6) | Contains the version of the offer catalog from which the offer bundles are sourced. A catalog version ensures that the correct version of the offer bundle or offers is sourced into SAS Offer Optimization for Communications. | Null | No |
| CREATED_SESSION_ID | VARCHAR2(32) | Contains the identifier of the session that created a new offer record in the table. | Null | No |
| OFFER_BUNDLE_DESC | VARCHAR2(500) | Contains the description of the offer bundle. | Null | No |
| OFFER_BUNDLE_ID | VARCHAR2(32) | Contains the business identifier for the offer bundle. | Not Null | Yes |
| OFFER_BUNDLE_NM | VARCHAR2(40) | Contains the name of the offer bundle. | Null | No |
| OFFER_ID | VARCHAR2(32) | Contains the business identifier for an offer. | Not Null | Yes |
| PROCESSED_DATETIME | DATE | Contains the date and time when the record was created or updated in the Application data mart. | Null | No |

Table 10.5 BPP_INF_PRM Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|---|-------------|-------|
| PRM_DFT_VAL | VARCHAR2(40) | Contains the default value of the parameter that is used in the SAS Offer Optimization for Communications workflow steps. | Not Null | No |
| PRM_ID | VARCHAR2(32) | Contains the unique identifier that is associated with a parameter in the application interface context. | Not Null | Yes |
| PRM_NM | VARCHAR2(40) | Contains the name of the parameter. | Null | No |
| PROCESSED_DTTM | DATE | Contains the date and time when the record was created or updated in the Application data mart. | Null | No |
| SOURCE_SYSTEM_CD | VARCHAR2(10) | Contains the code for the source system that created a record in the table. | Null | No |

Table 10.6 BPP_INF_PRM_DTL Table

| Column Name | Data Type | Description | Null Option | Is PK |
|----------------|--------------|--|-------------|-------|
| PRM_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a parameter in the application interface context. | NOT NULL | Yes |
| PRM_VAL | VARCHAR2(40) | Contains the value of parameter for a workflow step as part of the OOC interface. | NOT NULL | No |
| PROCESSED_DTTM | DATE | Contains the date and time when the record was created or updated in the application mart. | NULL | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|---|-------------|-------|
| PROJECT_ID | VARCHAR2(32) | Contains the unique identifier that is associated to a project. | NOT NULL | Yes |
| PROJECT_RUN_ID | VARCHAR2(32) | Contains the unique identifier for a project run. | NOT NULL | Yes |
| SESSION_ID | VARCHAR2(32) | Contains the unique identifier of an interface session between OOC application and an external offer catalog or billing engine. | NOT NULL | Yes |
| SOURCE_SYSTEM_CD | VARCHAR2(10) | Contains the code for the source system that created a record in the table. | NULL | No |

Table 10.7 BPP_INF_STATUS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|------------------|--------------|---|-------------|-------|
| SOURCE_SYSTEM_CD | VARCHAR2(10) | Contains the code for the source system that created a record in the table. | Null | No |
| STATUS_CD | VARCHAR2(10) | Contains the code for status of a workflow step, application, or process. | Not Null | Yes |

Table 10.8 BPP_INF_STATUS-NLS Table

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------------|---------------|--|-------------|-------|
| LOCALE | VARCHAR2(5) | Identifies a specific language code that is associated with a geographic region. | Not Null | Yes |
| STATUS_CD | VARCHAR2(10) | Contains the code for status of a workflow step, application, or process. | Not Null | Yes |
| STATUS_DSPLY_D ESC | VARCHAR2(500) | Contains the description of the status code that is displayed in the UI. | Null | No |

| Column Name | Data Type | Description | Null Option | Is PK |
|-----------------|--------------|---|-------------|-------|
| STATUS_DSPLY_NM | VARCHAR2(40) | Contains name of the status code that is displayed in the UI. | Not Null | No |

Part 4

Data Mapping

Chapter 11

***Data Mapping for Reporting Facts* 129**

Chapter 11

Data Mapping for Reporting Facts

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Data Mapping for Reporting Fact

Here is the alphabetical list of columns of CUST_DTL table (target table) and their mapping with the source tables and columns from the Foundation data mart.

Table 11.1 CUST_DTL Table

| Target Column Name | Source Table Name | Library Name | Source Table Column |
|-----------------------|------------------------------|--------------|-----------------------|
| ACQUIRING_CAMPAIGN_CD | CUST_D | CFDDIM | ACQUIRING_CAMPAIGN_CD |
| AGE_BAND_CD | AGE_BAND | CFDREF | AGE_BAND_CD |
| AGE_BAND_CD | ANALYSIS_BAND_D | CFDDIM | AGE_BAND_CD |
| AGE_BAND_CD | ANALYSIS_BAND_TMP | CFDMISC | AGE_BAND_CD |
| AGE_BAND_CD | CUST_MTH_D_TMP | CFDMISC | AGE_BAND_CD |
| AGE_BAND_CD | CUST_MTH_SUMMARY_INCR_TMP | CFDMISC | AGE_BAND_CD |
| AGE_BAND_CD | CUST_RF_KEY_TMP | CFDMISC | AGE_BAND_CD |
| AGE_BAND_CD | CUST_WEEKLY_D_TMP | CFDMISC | AGE_BAND_CD |
| AGE_BAND_CD | CUST_WEEKLY_SUMMARY_INCR_TMP | CFDMISC | AGE_BAND_CD |
| AGE_BAND_CD | NEW_ANALYSIS_BAND_MTH_TMP | CFDMISC | AGE_BAND_CD |
| AGE_BAND_CD | NEW_ANALYSIS_BAND_WK_TMP | CFDMISC | AGE_BAND_CD |
| ANALYTICAL_MODEL_ID | ANALYTICAL_MODEL_D | CFDDIM | MODEL_REGISTERED_ID |

| Target Column Name | Source Table Name | Library Name | Source Table Column |
|-------------------------------|-----------------------------|--------------|-------------------------------|
| ANALYTICAL_MODEL_ID | SCORING_MODEL | APDM | MODEL_REGISTERED_ID |
| ANALYTICAL_MODEL_SEGMENT_CNCT | ANALYTICAL_MODEL_ID | CFDDIM | MODEL_REGISTERED_ID |
| ANALYTICAL_MODEL_SEGMENT_CNCT | CUST_ANALYTICAL_SEGMENT_DTL | CFDFACT | CLUSTER_ND_SCORING_SEGMENT_NM |
| ANALYTICAL_MODEL_SEGMENT_CNCT | SCORING_MODEL | APDM | MODEL_REGISTERED_ID |
| ANALYTICAL_MODEL_SEGMENT_CNCT | SEGMENT_SCORING_RESULT_CUST | APDM | CLUSTER_ND_SCORING_SEGMENT_NM |
| ANALYTICAL_SEGMENT_CD | CUST_ANALYTICAL_SEGMENT_DTL | CFDFACT | CLUSTER_ND_SCORING_SEGMENT_NM |
| ANALYTICAL_SEGMENT_CD | SEGMENT_SCORING_RESULT_CUST | APDM | CLUSTER_ND_SCORING_SEGMENT_NM |
| 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_NM | OFFER_D | CFDDIM | OFFER_NM |
| 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 |
| BASE_OFFER_TYPE_CD | OFFER_D | CFDDIM | OFFER_TYPE_CD |
| BILL_ARPU_BAND | ARPU_BAND | CFDREF | ARPU_BAND_TYPE_CD |
| BPP_AVAILED_IND | CUST_AGRMNT_D | CFDDIM | BPP_AVAILED_IND |
| CAMPAIGN_CD | CUST_AGRMNT_D | CFDDIM | CAMPAIGN_CD |
| CHURN_BAND_CD | ANALYSIS_BAND_D | CFDDIM | CHURN_BAND_CD |
| CHURN_BAND_CD | ANALYSIS_BAND_TMP | CFDMISC | CHURN_BAND_CD |
| CHURN_BAND_CD | CHURN_BAND | CFDREF | CHURN_BAND_CD |
| CHURN_BAND_CD | CUST_MTH_D_TMP | CFDMISC | CHURN_BAND_CD |
| CHURN_BAND_CD | CUST_MTH_SUMMARY_INCR_TMP | CFDMISC | CHURN_BAND_CD |
| CHURN_BAND_CD | CUST_RF_KEY_TMP | CFDMISC | CHURN_BAND_CD |
| CHURN_BAND_CD | CUST_WEEKLY_D_TMP | CFDMISC | CHURN_BAND_CD |

| Target Column Name | Source Table Name | Library Name | Source Table Column |
|--------------------|------------------------------|--------------|---------------------------|
| CHURN_BAND_CD | CUST_WEEKLY_SUMMARY_INCR_TMP | CFDMISC | CHURN_BAND_CD |
| CHURN_BAND_CD | NEW_ANALYSIS_BAND_MTH_TMP | CFDMISC | CHURN_BAND_CD |
| CHURN_BAND_CD | NEW_ANALYSIS_BAND_WK_TMP | CFDMISC | CHURN_BAND_CD |
| CHV | BILL_F | CFDFACT | BILL_NET_PAYBALE_AMT |
| CHV | CUST_CLTV_F | CFDFACT | PRV_MONTH_CHV |
| CHV | CUST_MTH_F_TMP | CFDMISC | BILL_NET_PAYBALE_AMT |
| CHV | CUST_MTH_F_TMP | CFDMISC | RECHARGE_VOUCHER_TYPE_SK |
| CHV | CUST_MTH_SUMMARY_INCR_TMP | CFDMISC | BILL_NET_PAYBALE_AMT |
| CHV | CUST_MTH_SUMMARY_INCR_TMP | CFDMISC | RECHARGE_VOUCHER_TYPE_SK |
| CHV | CUST_X_COST_ELEMENT_BRIDGE | CFDFACT | COST_AMT |
| CHV | PAYMENT_F | CFDFACT | PYMNT_AMT |
| CHV | PAYMENT_F | CFDFACT | RECHARGE_VOUCHER_TYPE_SK |
| CITY_CD | LOCATION_D | CFDDIM | CITY_CD |
| CLTV | BILL_F | CFDFACT | BILL_NET_PAYBALE_AMT |
| CLTV | CUST_CLTV_F | CFDFACT | CUR_CHV |
| CLTV | CUST_CLTV_F | CFDFACT | PREDICTED_OUTCOME_VALUE_1 |
| CLTV | CUST_D | CFDDIM | CUST_FIRST_BECAME_DT |
| CLTV | CUST_MODEL_SCORE_DTL | CFDFACT | PREDICTED_OUTCOME_VALUE_1 |
| CLTV | CUST_MTH_D_TMP | CFDMISC | CUST_FIRST_BECAME_DT |
| CLTV | CUST_MTH_F_TMP | CFDMISC | BILL_NET_PAYBALE_AMT |

| Target Column Name | Source Table Name | Library Name | Source Table Column |
|---------------------------|-------------------------------|--------------|---------------------------|
| CLTV | CUST_MTH_F_TMP | CFDMISC | RECHARGE_VOUCHER_TYPE_SK |
| CLTV | CUST_MTH_SUMMARY_INCR_TMP | CFDMISC | BILL_NET_PAYBALE_AMT |
| CLTV | CUST_MTH_SUMMARY_INCR_TMP | CFDMISC | CUST_FIRST_BECAME_DT |
| CLTV | CUST_MTH_SUMMARY_INCR_TMP | CFDMISC | RECHARGE_VOUCHER_TYPE_SK |
| CLTV | CUST_X_COST_ELEMENT_BRIDGE | CFDFACT | COST_AMT |
| CLTV | PAYMENT_F | CFDFACT | PYMNT_AMT |
| CLTV | PAYMENT_F | CFDFACT | RECHARGE_VOUCHER_TYPE_SK |
| CLTV | PREDICTED_SCORING_RESULT_CUST | APDM | PREDICTED_OUTCOME_VALUE_1 |
| CLTV | PREDICTED_SCORING_RESULT_SUB | APDM | PREDICTED_OUTCOME |
| CLTV | PREDICTED_SCORING_RESULT_SUB | APDM | PREDICTED_OUTCOME_VALUE_1 |
| CLTV | PRED_SCORING_RESULT_CUST_TMP | CFDMISC | PREDICTED_OUTCOME_VALUE_1 |
| COUNTRY_CD | LOCATION_D | CFDDIM | COUNTRY_CD |
| COUNTY_CD | LOCATION_D | CFDDIM | COUNTY_CD |
| CUST_ACQUIRING_CHANNEL_ID | CUST_D | CFDDIM | CUST_ACQUIRING_CHANNEL_ID |
| CUST_ACQUIRING_CHANNEL_NM | CHANNEL_D | CFDDIM | CHANNEL_NM |
| CUST_ADDRESS_POSTAL_CD | CUST_D | CFDDIM | CUST_ADDR_POSTAL_CD |
| CUST_CREDIT_CLASS_CD | CUST_D | CFDDIM | CUST_CREDIT_CLASS_CD |
| CUST_ID | CUST_D | CFDDIM | CUST_ID |
| CUST_MANAGING_CHANNEL_ID | CUST_D | CFDDIM | CUST_MANAGING_CHANNEL_ID |
| CUST_MANAGING_CHANNEL_NM | CHANNEL_D | CFDDIM | CHANNEL_NM |
| CUST_SK | CUST_D | CFDDIM | CUST_SK |

| Target Column Name | Source Table Name | Library Name | Source Table Column |
|-----------------------------|-------------------------------|--------------|-----------------------------|
| CUST_SK | CUST_MTH_D_TMP | CFDMISC | CUST_SK |
| CUST_SK | CUST_MTH_SUMMARY_INCR_TMP | CFDMISC | CUST_SK |
| CUST_STATUS_CD | CUST_D | CFDDIM | CUST_STATUS_CD |
| CUST_TYPE_CD | CUST_D | CFDDIM | CUST_TYPE_CD |
| DATA_USG_ARPU_BAND | ARPU_BAND | CFDREF | ARPU_BAND_CD |
| ELIGIBILITY_COMBINATION_ID | ELIGIBILITY_COMBINATION_D | CFDDIM | ELIGIBILITY_COMBINATION_ID |
| EXPECTED_TENURE_IN_DAYS | CUST_CLTV_F | CFDFACT | PREDICTED_OUTCOME_VALUE_1 |
| EXPECTED_TENURE_IN_DAYS | CUST_MODEL_SCORE_DTL | CFDFACT | PREDICTED_OUTCOME_VALUE_1 |
| EXPECTED_TENURE_IN_DAYS | PREDICTED_SCORING_RESULT_CUST | APDM | PREDICTED_OUTCOME_VALUE_1 |
| EXPECTED_TENURE_IN_DAYS | PREDICTED_SCORING_RESULT_SUB | APDM | PREDICTED_OUTCOME |
| EXPECTED_TENURE_IN_DAYS | PREDICTED_SCORING_RESULT_SUB | APDM | PREDICTED_OUTCOME_VALUE_1 |
| EXPECTED_TENURE_IN_DAYS | PRED_SCORING_RESULT_CUST_TMP | CFDMISC | PREDICTED_OUTCOME_VALUE_1 |
| GROSS_USG_ARPU_BAND | ARPU_BAND | CFDREF | ARPU_BAND_CD |
| IND_CUST_CSP_EMPLOYEE_IND | CUST_D | CFDDIM | IND_CUST_CSP_EMPLOYEE_IND |
| 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_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 |

| Target Column Name | Source Table Name | Library Name | Source Table Column |
|--------------------------------|-----------------------------|--------------|----------------------------|
| IND_CUST_STD_OCCUPATION_CD | CUST_D | CFDDIM | IND_CUST_STD_OCCUPATION_CD |
| IND_OCCUPATION_INDUSTRY_GRP_CD | OCCUPATION_INDUSTRY | CFDREF | OCCUPATION_INDUSTRY_GRP_CD |
| MESSAGE_USG_ARPU_BAND | ARPU_BAND | CFDREF | ARPU_BAND_CD |
| OFFER_BUNDLE_ID | CUST_X_OFFER_BUNDLE_BRIDGE | CFDFACT | OFFER_BUNDLE_ID |
| OFFER_BUNDLE_ID | OFFER_BUNDLE_D | CFDDIM | OFFER_BUNDLE_ID |
| OFFER_BUNDLE_NM | OFFER_BUNDLE_D | CFDDIM | OFFER_BUNDLE_NM |
| ORG_CUST_ORG_TYPE_CD | CUST_D | CFDDIM | ORG_CUST_ORG_TYPE_CD |
| ORG_CUST_SEGMENT_TYPE_CD | CUST_D | CFDDIM | ORG_CUST_SEGMENT_TYPE_CD |
| PROFITABILITY_BAND_CD | CUST_X_PROFITABILITY_BRIDGE | CFDFACT | PROFITABILITY_BAND_CD |
| REGION_CD | LOCATION_D | CFDDIM | REGION_CD |
| SALES_CHANNEL_ID | CUST_AGRMNT_D | CFDDIM | SALES_CHANNEL_ID |
| SALES_CHANNEL_NM | CHANNEL_D | CFDDIM | CHANNEL_NM |
| STATE_CD | LOCATION_D | CFDDIM | STATE_CD |
| TENURE_ON_NETWORK_BAND | TENURE_BAND | CFDREF | TENURE_BAND_CD |
| VOICE_USG_ARPU_BAND | ARPU_BAND | CFDREF | ARPU_BAND_CD |