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SAS[®] Web Analytics 5.4

Data Model Reference



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SAS® Web Analytics 5.4: Data Model Reference

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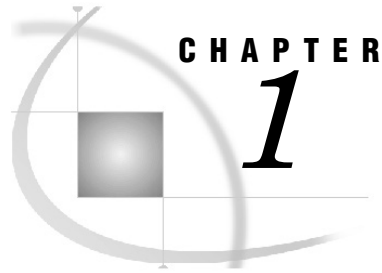
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CHAPTER

1

Introduction

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About the Data Dictionary

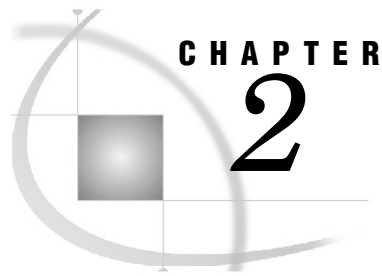
This data dictionary is a list of the tables and their columns that are contained in the SAS Online Analytics 5.4 Data Model. The table in Chapter 2 lists all of the data tables that are in the data model. The tables in Chapter 3 list the columns and their descriptions for each data table in the data model. Chapter 4 lists the aggregate tables and information about how aggregates are derived.

Use the data dictionary as a reference when you perform tasks such as these:

- ☐ review the detailed descriptions of various fields to prepare reports that are based on the SAS Online Analytics 5.4 Data Model.
- ☐ build aggregates to combine fields that are used for reports.
- ☐ modify existing aggregate jobs or construct new ones. For aggregate table content, see Chapter 4, “Descriptions of Web Mart Aggregate Tables.” For more information about the aggregation process, see Appendix 5 in the *SAS Web Analytics 5.4: Administrator’s Guide*.
- ☐ build analytical database tables.
- ☐ create custom data marts for different consumers of data.

What Is the Online Analytics Data Model?

The SAS Online Analytics 5.4 Model is a common data repository for SAS Online Analytics solutions in the SAS Customer Intelligence products. The model provides the reporting data for SAS Web Analytics and SAS Customer Experience Analytics. For diagrams of the data model, see the *SAS Web Analytics 5.4: Administrator’s Guide*.



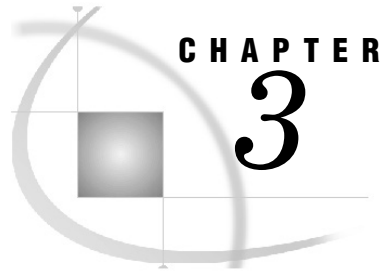
Descriptions of the Tables

The following table contains descriptions of all of the tables in the SAS Online Analytics 5.4 Data Model. The tables are listed in alphabetical order, and the columns are listed in the order found in the data model.

Table 2.1 List of Tables and Descriptions

Table	Definition
BROWSER_DIM	Internet browser information from the Web logs.
DATE_DIM	The calendar dates used for analytical and reporting requirements. Each row represents one day of the year. Data is initialized for dates from 01jan2001 through 31dec2040. The column ETL_FLG indicates that data has been loaded for a given date when the data equals '1'.
DETAIL_FACT	Contains the Web page detail fact information from the Web logs and foreign keys to the dimension tables (for example, Bytes_Received_Cnt, Bytes_Sent_Cnt, and so on).
DETAIL_X_LINK	Detail by links within a page intersection table.
DOMAIN_DIM	Web domains from the Web logs.
FORM_DETAIL	Interaction with a form element (text box, drop-down list, check box, and so on) by a visitor.
FORM_DIM	List of form names.
FORM_FIELD_DIM	List of fields within each form in Form_Dim.
GEO_IP_DIM	Geographic IP address information provided by a third-party vendor such as MaxMind.
GOAL_DIM	Goal name and grouping information.
GOAL_X_SESSION	Goal by session intersection table.
INT_SEARCH_TERM_DIM	Internal search terms used by visitor within a site's search application.
IP_ADDRESS_DIM	IP address information from the Web logs.
LINK_DIM	List of links on pages within the Web site.
LINK_TYPE_DIM	Types of links: Click (anchor tag) or Submit (submit button of a form).
ORIGINATION_DIM	Session origination types.
PAGE_CLASSIFICATION	Associates a page group with one or more page group levels.
PAGE_DIM	Web page information from the Web logs.
PAGE_GROUP_DIM	Page groups.
PAGE_X_PAGE_CLASSIFICATION	Associates a page with page group levels.
PLATFORM_DIM	OS platform information from the Web logs.

Table	Definition
PROFILE_DIM	Profiles are used to categorize sessions in order to produce path, funnel, or page overlay analysis reports based on events or detail fields as set up in the ETL jobs.
PROFILE_X_SESSION	Sessions that meet a profile's criteria.
REFERRER_DIM	Information from the Web logs about a Web page or domain that provides a link to another Web page.
REFERRER_QUERY_STRING_DIM	The query string from the referring Web page or domain from the Web logs.
SEARCH_ENGINE_DIM	Internet search engine provider information. Values are shipped with the WEBA product and initialized from Sashelp.Webe_Search_Engine_Dim.
SEARCH_TERM_DIM	External search terms from the Web logs or data collection utility as used with the search engines defined in the SEARCH_ENGINE_DIM table.
SERVER_DIM	Web Server information from the Web logs.
SESSION_ATTRIBUTION	External referrers to pages within a session.
SESSION_FACT	Web session fact information from Web logs, and foreign keys to the dimension tables (for example, Bytes_Sent_Cnt, Entry_Page_Sk, Exit_Page_Sk, and so on).
SESSION_X_STATUS_CODE	A status group (identified by Status_Group_Sk, the primary key) is the list of all status codes encountered in sessions, separated by blanks (Session_Status_Cd). In the SESSION_FACT table, the Status_Group_Sk provides a link to identify all the status codes encountered within a given session.
STATUS_CODE_DIM	The HTTP status codes returned by Web servers during a session. W3C is the consortium that promotes the standard status codes.
USER_AGENT_DIM	Web client application information from Web logs.
USER_DIM	Web user information from Web logs.
VISITOR_DIM	Web individuals without specific identifying user information but tracked as visitors from Web logs.



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The following tables contain descriptions of all of the table columns in the SAS Online Analytics 5.4 Data Model. The tables are listed in alphabetical order.

Table 3.1 BROWSER_DIM Table

Column Name	Data Type	Definition
BROWSER_SK	NUMERIC(11)	Browser surrogate key.
BROWSER_NM	VARCHAR(52)	The name of the browser that is populated from the Web log detail (Clickstream) user agent.
BROWSER_VERSION_NO	VARCHAR(16)	The version number of the browser populated from the Web log detail user agent.
FLASH_VERSION_NO	VARCHAR(16)	The version number of Adobe Flash associated with the browser.
FLASH_ENABLED_FLG	CHAR(1)	A '1' indicates whether the browser is Flash enabled.
JAVA_VERSION_NO	VARCHAR(12)	The version number of Java that is associated with the browser.
JAVA_ENABLED_FLG	CHAR(1)	A '1' indicates whether the browser is Java enabled.
JAVA_SCRIPT_ENABLED_FLG	CHAR(1)	A '1' indicates JavaScript is enabled for the browser.
COOKIES_ENABLED_FLG	CHAR(1)	A '1' indicates cookies are enabled for the browser.
USER_LANGUAGE_CD	VARCHAR(12)	The language of the browser.
SCREEN_COLOR_DEPTH_NO	NUMERIC(4)	The screen color depth setting for the browser.
SCREEN_SIZE_TXT	VARCHAR(12)	The screen size setting for the browser.

Table 3.2 DATE_DIM Table

Column Name	Data Type	Definition
CAL_DT	DATE	The month, day, and year this record represents (for example, 01SEP2002).
DAY_IN_CAL_YR_NO	NUMERIC(3)	The calendar day number on which CAL_DT falls. For example, if CAL_DT is 30Apr2009, then DAY_IN_CAL_YR_NO is 120.
DAY_OF_WEEK_NO	NUMERIC(3)	The day of the week number on which the CAL_DT falls. For example, in CAL_DT 01Sep2002, the DAY_OF_WEEK_NO is 1. In CAL_DT 02Sep2002, the DAY_OF_WEEK_NO is 2.
START_OF_MONTH_DT	DATE	The begin date of the month on which CAL_DT falls.
START_OF_QUARTER_DT	DATE	The begin date of the quarter on which CAL_DT falls.

Column Name	Data Type	Definition
START_OF_WEEK_DT	DATE	The begin date of the week on which CAL_DT falls.
START_OF_YEAR_DT	DATE	The begin date of the year on which CAL_DT falls.
ETL_FLG	CHAR(1)	Y means that log data exists for this date.

Table 3.3 DETAIL_FACT Table

Column Name	Data Type	Definition
DETAIL_SK	NUMERIC(11)	Detail page surrogate key.
SESSION_SK	NUMERIC(11)	The Web session from the Web log. This is the foreign key to the SESSION_FACT table.
SESSION_DT	DATE	The DatePart of Clickstream's Date_Time field for the first request within a session.
DETAIL_DT	DATE	The date of the request. The DatePart of Clickstream's Date_Time field that comes from the datetime stamp of a Web log record.
PAGE_SK	NUMERIC(7)	The Web page a visitor requested. This is a foreign key to the PAGE_DIM table.
NEXT_PAGE_SK	NUMERIC(7)	The next Web page a visitor requested based on the datetime stamp in the Clickstream Web log data. This is a foreign key to the PAGE_DIM table.
PREVIOUS_PAGE_SK	NUMERIC(7)	The Web page a visitor requested immediately before requesting the current Web page, based on the datetime stamp in the Clickstream Web log data. This is a foreign key to the PAGE_DIM table.
SERVER_SK	NUMERIC(3)	The surrogate key of the server servicing the Web page. This is a foreign key to the SERVER_DIM table.
DOMAIN_SK	NUMERIC(7)	The surrogate key that represents the Web domain. This is a foreign key to the DOMAIN_DIM table.
REFERRER_SK	NUMERIC(11)	The surrogate key that represents the referrer to the Web page in the session. This is the foreign key to the REFERRER_DIM table.

Column Name	Data Type	Definition
STATUS_CD	NUMERIC(3)	The HTTP status code that the server returns to the client upon request. In Clickstream, this is the Status_Code field that comes from the standard output columns.
REFERRER_QUERY_STRING_SK	NUMERIC(11)	This links the Detail_Fact to the REFERRER_QUERY_STRING table to get the query string of the referring page.
BYTES_RECEIVED_CNT	NUMERIC(9)	The number of bytes that the client sends to the server, upon a server request (for example, the Clickstream Bytes_Received field).
BYTES_SENT_CNT	NUMERIC(9)	The number of bytes that the server sends to the client, upon a client request (for example, the Clickstream Bytes_Sent field).
DETAIL_TM	NUMERIC(8)	The time of the request. The TimePart of Clickstream's Date_Time field.
SECONDS_SPENT_ON_PAGE_CNT	NUMERIC(9)	The time the visitor spent on the Web Page before the next click. The Clickstream Sessionized transformation generated the column Eyeball_Time.
LOAD_DTTM	DATE	Date and time the Web page is loaded into the data mart.
SEQUENCE_NO	NUMERIC(5)	Integer that indicates the sequence of pages in a session.
VALID_PAGE_FLG	CHAR(1)	Flag that indicates whether the Web page loaded ('1') or not ('0'). The population rule for Web logs follows: If the status code < 300 or the status code is 304, then the status code is '1'. Otherwise, it is '0'. (Users can modify this rule.) The population rule for SAS Page tag follows: All records have a status code of 200 (event type of load). Therefore, all records are '1'.
ENTRY_POINT_FLG	CHAR(1)	Value of '1' indicates it is the first click of the visitor's session. The Clickstream Sessionized transformation generated the column Entry_Point.
EXIT_POINT_FLG	CHAR(1)	Value of '1' indicates it is the last click of the visitor's session. The Clickstream Sessionized transformation generated the column Exit_Point.

Column Name	Data Type	Definition
CLIENT_SESSION_DT	DATE	Date that the browser gets from the client machine.
CLIENT_DETAIL_DT	DATE	Date that the browser gets from the client machine.
CLIENT_DETAIL_TM	NUMERIC(8)	Time that the browser gets from the client machine.
SITELET_ID	VARCHAR(12)	Subsite identification.
ENTRY_ACTION_ID	VARCHAR(14)	The Response Tracking Code defined on a link generated by SAS Digital Marketing.
ENTRY_SOURCE_ID	VARCHAR(4)	The source of the Entry_Action_Id. At this time, it is either blank or SAS Digital Marketing.
SUBJECT_ID_TXT	VARCHAR(65)	A concatenation of one or more Subject_Id values from the link generated by SAS Digital Marketing, separated by an ampersand (&).
INT_SEARCH_TERM_SK	NUMERIC(6)	This relates the detail Web page to the internal search term.
INT_SEARCH_TERM_RESULT_FLG	CHAR(1)	Values are 0 for none and 1 for results. Display of internal search results is site specific.
INT_SEARCH_RESULT_CNT	NUMERIC(8)	Number of results returned by an internal search. Default value is missing, and the design of the Web site determines whether this field is populated.
SESSION_ATTRIBUTION_SK	NUMERIC(11)	Links the Detail_Fact to the session attribution.
ACTIVE_SEC_SPENT_ON_PAGE_CNT	NUMERIC(9)	Activepage view time.
PAGE_LOAD_SEC_CNT	NUMERIC(9)	Time required to load the page.
PAGE_COMPLETE_SEC_CNT	NUMERIC(9)	Time required to complete the page.
WINDOW_SIZE_TXT	VARCHAR2(20)	The page window size in width X height format.
ENTRY_TREATMENT_ID	VARCHAR2(32)	RDTM treatment code.

Table 3.4 DETAIL_X_LINK Table

Column Name	Data Type	Definition
DETAIL_X_LINK_SK	NUMERIC(11)	A surrogate key for links that are associated with a detail page.
DETAIL_SK	NUMERIC(11)	Detail page surrogate key.
LINK_SK	NUMERIC(11)	Link to surrogate key.
LINK_EVENT_DTTM	DATE	The date timestamp of the link event.
SESSION_SK	NUMERIC(11)	Link to Session table that identifies the session in which the link occurred.
SESSION_ATTRIBUTION_SK	NUMERIC(11)	Link to Session_Attribution table that identifies the session attribution in which the link occurred.

Table 3.5 DOMAIN_DIM Table

Column Name	Data Type	Definition
DOMAIN_SK	NUMERIC(7)	Domain surrogate key.
DOMAIN_NM	VARCHAR(165)	The name of the Web host domain.
PROTOCOL_NM	VARCHAR(26)	The communication protocol name that is used by the Web domain.
PORT_NO	NUMERIC(6)	The port number of the Web domain server. In Clickstream this is Server_Port.
DOMAIN_TYPE_CD	CHARACTER(1)	Code to indicate the type of Domain. Values are 'I' for Internal or 'E' for External.
SITE_ID	VARCHAR2(50)	Site Metadata identifier.
SITE_NM	VARCHAR2(200)	Site Name.

Table 3.6 FORM_DETAIL Table

Column Name	Data Type	Definition
FORM_DETAIL_SK	NUMERIC(7)	Surrogate key for the form detail.
FORM_SK	NUMERIC(7)	Form surrogate key.
FORM_FIELD_SK	NUMERIC(7)	Form field that is associated with the Form detail.
DETAIL_SK	NUMERIC(11)	The Detail Web page that is associated with the Form Detail.
SESSION_SK	NUMERIC(11)	The Session that is associated with the Form Detail.
SESSION_ATTRIBUTION_SK	NUMERIC(11)	The Session Attribution that is associated with the Form Detail.
FORM_FIELD_VALUE	VARCHAR2(2000)	Value entered in the field on a form.

Column Name	Data Type	Definition
SUBMIT_FLG	CHARACTER(1)	Flag to indicate the submit status of the form field with 0 = form not submitted and 1 = form submitted.
CHANGE_INDEX_NO	NUMERIC(3)	The index of changes to a form field within submit attempts.
FORM_FIELD_DETAIL_DTTM	DATE	The datetime stamp of the form field record.
ATTEMPT_INDEX_CNT	NUMERIC(4)	The number of attempted submits.
ATTEMPT_STATUS_CD	CHAR(1)	The status on attempts for field entry (for example, not submitted, unsuccessful submit, successful submit).
FORM_INSTANCE_NO	NUMERIC(3)	The instance number that represents the form page is redisplayed because user errors on the page prevent the form instance number from incrementing.

Table 3.7 FORM_DIM Table

Column Name	Data Type	Definition
FORM_SK	NUMERIC(7)	Form surrogate key.
FORM_NM	VARCHAR2(50)	Name of the form.

Table 3.8 FORM_FIELD_DIM Table

Column Name	Data Type	Definition
FORM_FIELD_SK	NUMERIC(7)	Form surrogate key.
FORM_FIELD_NM	VARCHAR2(50)	Name of the field on the form.
FORM_SK	NUMERIC(7)	Form surrogate key.

Table 3.9 GEO_IP_DIM Table

Column Name	Data Type	Definition
GEO_IP_SK	NUMERIC	Surrogate key for the geographic IP address.
EFFECTIVE_FROM_DT	DATE	Standard date and time pair used for indicating the effective business time period. The row content is effective within the time range specified by from and to dates. The effective date/time pair measures the effective period of the business entity.

Column Name	Data Type	Definition
EFFECTIVE_TO_DT	DATE	Standard date/time pair used for indicating the effective business time period. The row content is effective within the time range specified by from and to dates. The effective date/time pair measures the effective period of the business entity.
COUNTRY_NM	VARCHAR(65)	Country name of the IP's geographic location.
COUNTRY_CD	VARCHAR(2)	Country code of the IP's geographic location.
STATE_REGION_CD	VARCHAR(2)	State region code of the IP's geographic location.
CITY_NM	VARCHAR(65)	City name of the IP's geographic location.
START_IP_ADDRESS_TXT	VARCHAR(15)	Starting IP address for the geographic location.
END_IP_ADDRESS_TXT	VARCHAR(15)	Ending IP address for the geographic location.
START_IP_NO	NUMERIC	Starting IP address (numeric representation) for the geographic location.
END_IP_NO	NUMERIC	Ending IP address (numeric representation) for the geographic location.
POSTAL_CD	VARCHAR(8)	Postal code of the IP's geographic location.
LATITUDE	NUMERIC	Geographic latitude location.
LONGITUDE	NUMERIC	Geographic longitude location.
METRO_CD	NUMERIC	Metropolitan numeric codes used to identify the IP geographic regional location. For example, in Google AdWords, code 756 is for Billings, Montana.
AREA_CD	NUMERIC(3)	Telephone area code that represents a U.S. geographic location.
ORGANIZATION_NM	VARCHAR2(256)	Organization name that owns the IP.
REGION_NM	VARCHAR2(256)	Geographic area name for the IP location.

Table 3.10 GOAL_DIM Table

Column Name	Data Type	Definition
GOAL_SK	NUMERIC(8)	Goal surrogate key.
GOAL_NM	VARCHAR(512)	Goal name.

Column Name	Data Type	Definition
GOAL_TYPE_NM	VARCHAR(65)	The type of goal. Valid values are Campaign, Organic Search, Paid Search, or Internet search.
GOAL_GROUP_NM	VARCHAR2(65)	Goal group name.

Table 3.11 GOAL_X_SESSION Table

Column Name	Data Type	Definition
GOAL_SK	NUMERIC(8)	Goal surrogate key.
SESSION_SK	NUMERIC(11)	Session surrogate key.
GOAL_ORDER_NO	NUMERIC(4)	Order number for goals within a session because multiple goals can be reached within a session.
DETAIL_SK	NUMERIC(11)	Detail page surrogate key.
GOAL_REACHED_DTTM	DATE	Datetime stamp when the goal was reached.
SESSION_ATTRIBUTION_SK	NUMERIC(11)	Session attribution surrogate key.
GOAL_REVENUE_AMT	NUMERIC(15,3)	Revenue amount assigned to goal and picked up from the page goal was reached (for example, policy premium when viewing a quote).

Table 3.12 INT_SEARCH_TERM_DIM Table

Column Name	Data Type	Definition
INT_SEARCH_TERM_SK	NUMERIC(6)	Internal search term surrogate key.
INT_SEARCH_TERM_TXT	VARCHAR(1332)	Internal search terms from Web logs.

Table 3.13 IP_ADDRESS_DIM Table

Column Name	Data Type	Definition
IP_ADDRESS_SK	NUMERIC	IP address surrogate key.
IP_ADDRESS	VARCHAR(64)	IP address from Web logs.

Table 3.14 LINK_DIM Table

Column Name	Data Type	Definition
LINK_SK	NUMERIC(11)	Link surrogate key.
LINK_TYPE_SK	NUMERIC(3)	Link type surrogate key.
LINK_ID	VARCHAR2(130)	Identifier for the link as defined by the site administrator.
LINK_NM	VARCHAR2(100)	The value of the Name attribute of an HTML link tag, as it is captured by the SAS Page Tag.

Column Name	Data Type	Definition
LINK_URI_TXT	VARCHAR2(2664)	Link URI.
LINK_ALT_TXT	VARCHAR2(130)	Alternate text within link tag.
DOWNLOAD_FLG	CHAR(1)	Indicates the link is a download with value='1' or value = '0'.

Table 3.15 LINK_TYPE_DIM Table

Column Name	Data Type	Definition
LINK_TYPE_SK	NUMERIC(3)	Link type surrogate key.
LINK_TYPE_DESC	VARCHAR2(20)	Type of link that currently is Click or Submit.

Table 3.16 ORIGINATION_DIM Table

Column Name	Data Type	Definition
ORIGINATION_SK	NUMERIC(11)	Origination surrogate key.
ORIGINATION_NM	VARCHAR2(200)	Second level of referrer classification. Values depend on type. For OrganicSearch type, would be the name of the SearchEngine (for example, Google), for e-mail campaigns, type would be a description, for Affiliates, type would be the name of the Affiliate, and so on.
ORIGINATION_TYPE_NM	VARCHAR2(50)	First level of referrer classification. Type of external referrer - highest level of referrer classification (for example, EMail, BannerAd, PaidSearch, Affiliate, OrganicSearch, and so on).
ORIGINATION_PLACEMENT_NM	VARCHAR2(200)	Third level of classification. Values depend on type and name. For Organic Search this would be the domain (for example, google.de). For e-mail, it might be empty or used for the offer made. For affiliates, it could be the exact placement (home page, product page, or simply the domain).
ORIGINATION_CREATIVE_NM	VARCHAR2(200)	Fourth level of classification. Values depend on type, name, and placement. For OrganicSearch this would be the search phrase used; for EMail this might remain empty; for a Banner this might be the image used, and so on.

Table 3.17 PAGE_CLASSIFICATION Table

Column Name	Data Type	Definition
PAGE_CLASSIFICATION_SK	NUMERIC(7)	Page Classification surrogate key.
PAGE_GROUP_SK	NUMERIC(7)	Page group surrogate key.
CLASS1_ID	VARCHAR2(130)	Value of classification.
CLASS2_ID	VARCHAR2(130)	Value of classification.
CLASS3_ID	VARCHAR2(130)	Value of classification.
CLASS4_ID	VARCHAR2(130)	Value of classification.
CLASS5_ID	VARCHAR2(130)	Value of classification.
CLASS6_ID	VARCHAR2(130)	Value of classification.
CLASS7_ID	VARCHAR2(130)	Value of classification.
CLASS8_ID	VARCHAR2(130)	Value of classification.
CLASS9_ID	VARCHAR2(130)	Value of classification.

Table 3.18 PAGE_DIM Table

Column Name	Data Type	Definition
PAGE_SK	NUMERIC(7)	Page surrogate key.
PAGE_URL_TXT	VARCHAR(2664)	The page URL, including the query string.
REACHABILITY_CD	CHAR(1)	The Reachability_Cd field indicates whether the page was ever successfully requested and allows the PAGE_DIM table itself to be used to identify pages that have had a successful request. For example, a page first occurs in a Web server log for an unsuccessful page request (client-side - 4xx - error). The page is added to the PAGE_DIM table with the Reachability_Cd of '2'. If the failure is due to a server-side - 5xx - error, the Reachability_Cd is '3'. A subsequent request for that page, either in the same ETL or in a later one, is successful. At this point, its Reachability_Cd is set to '1', indicating that it can be included in any list of successful page requests.
PAGE_DESC	VARCHAR(1332)	A value supplied by the optional Clickstream columns Page_Title or Page_Description or set equal to Page_Url_Txt.

Column Name	Data Type	Definition
DISPLAY_FILTER_FLG	CHAR(1)	All pages are initially created for display, with DISPLAY_FILTER_FLG=1. If the page list gets too large, the site administrator can change the value of DISPLAY_FILTER_FLG to '0' for the entries that should not be displayed in a selection list.
DOMAIN_SK	NUMERIC(7)	The Domain reference key to associate the Web page to a domain.
SUBSITE_NM	VARCHAR2(200)	Name of the subsite to which the page belongs.

Table 3.19 PAGE_GROUP_DIM Table

Column Name	Data Type	Definition
PAGE_GROUP_SK	NUMERIC(7)	Page group surrogate key.
PAGE_GROUP_DESC	VARCHAR2(130)	Page group description.

Table 3.20 PAGE_X_PAGE_CLASSIFICATION Table

Column Name	Data Type	Definition
PAGE_SK	NUMERIC(7)	Page surrogate key.
PAGE_CLASSIFICATION_SK	NUMERIC(7)	Page classification surrogate key.

Table 3.21 PLATFORM_DIM Table

Column Name	Data Type	Definition
PLATFORM_SK	NUMERIC(3)	Platform surrogate key.
PLATFORM_DESC	VARCHAR(78)	The description of the OS platform.
PLATFORM_TYPE_NM	VARCHAR2(52)	Type of OS platform (for example, mobile, game console, or desktop PC).

Table 3.22 PROFILE_DIM Table

Column Name	Data Type	Definition
PROFILE_SK	NUMERIC(6)	Profile surrogate key.
PROFILE_NM	VARCHAR(52)	Name of the profile for path analysis reports.
PROFILE_DESC	VARCHAR(130)	Description of the profile for the path analysis reports.

Table 3.23 PROFILE_X_SESSION Table

Column Name	Data Type	Definition
SESSION_SK	NUMERIC(11)	Session reference key to associate the Web sessions to report profiles.
PROFILE_SK	NUMERIC(6)	Profile reference key to associate the report profiles to Web sessions.

Table 3.24 REFERRER_DIM Table

Column Name	Data Type	Definition
REFERRER_SK	NUMERIC(11)	Referrer surrogate key.
REFERRER_TXT	VARCHAR(1332)	Text of the referrer URL, without the query string, but including the domain name.
REFERRER_DOMAIN_NM	VARCHAR(165)	The domain name of the referrer.
REFERRER_TYPE_CD	CHAR(1)	Code to indicate the type of referrer with a value of 'E'=External or 'I'=Internal.

Table 3.25 REFERRER_QUERY_STRING_DIM Table

Column Name	Data Type	Definition
REFERRER_QUERY_STRING_SK	NUMERIC(11)	Referrer query string surrogate key.
REFERRER_QUERY_STRING_TXT	VARCHAR(1332)	Text of the referrer query string.

Table 3.26 SEARCH_ENGINE_DIM Table

Column Name	Data Type	Definition
SEARCH_ENGINE_SK	NUMERIC(11)	Search engine surrogate key.
SEARCH_ENGINE_DOMAIN_TXT	VARCHAR(65)	Portion of domain that uniquely identifies the search site.
SEARCH_ENGINE_DESC	VARCHAR(130)	Search site or search engine name.
SEARCH_TERM_PARM_TXT	VARCHAR(25)	The query string parameter used by search engines to specify the search term entered by the user in the Search Engine site.
PAID_PARM_TXT	VARCHAR(45)	Query string parameters that identify whether the referring URI is from a paid search result. In other words, did the visitor click on one of your destination links?

Table 3.27 SEARCH_TERM_DIM Table

Column Name	Data Type	Definition
SEARCH_TERM_SK	NUMERIC(6)	Search term surrogate key.
SEARCH_TERM_TXT	VARCHAR(1332)	External search terms from Web logs.

Table 3.28 SERVER_DIM Table

Column Name	Data Type	Definition
SERVER_SK	NUMERIC(3)	Server surrogate key.
SERVER_NM	VARCHAR(32)	Web server name.

Table 3.29 SESSION_ATTRIBUTION Table

Column Name	Data Type	Definition
SESSION_ATTRIBUTION_SK	NUMERIC(11)	Session attribution surrogate key.
SESSION_SK	NUMERIC(11)	The session with which the session return is associated.
SESSION_ATTRIBUTION_DTTM	DATE	The date timestamp of the session attribution.
REFERRER_SK	NUMERIC(11)	The referrer URI of the session attribution.
ORIGINATION_SK	NUMERIC(11)	Origination associated with the session attribution.
SEQUENCE_NO	NUMERIC(5)	The sequence of attribution within the session.
EXTERNAL_CAMPAIGN_ID	VARCHAR2(100)	The campaign identifier to any third-party campaign data (for example, Google SEB data, SAS CI campaigns, or any other third-party campaign identifier).
REFERRER_QUERY_STRING_SK	NUMERIC(11)	Referrer query string associated with the session attribution.
SEARCH_ENGINE_SK	NUMERIC(11)	Search engine associated with the session attribution.
SEARCH_TERM_SK	NUMERIC(6)	Search term associated with the session attribution.
DESTINATION_PAGE_SK	NUMERIC(7)	Destination landing page for the session attribution.

Table 3.30 SESSION_FACT Table

Column Name	Data Type	Definition
SESSION_SK	NUMERIC(11)	Session surrogate key.
SESSION_DT	DATE	The month, day, and year this record represents (for example, 01SEP2002).
ENTRY_PAGE_SK	NUMERIC(7)	Reference key of the entry Web page for the Web session.
FIRST_REQUESTED_PAGE_SK	NUMERIC(7)	Reference key of the first requested Web page for the Web session.
LAST_REQUESTED_PAGE_SK	NUMERIC(7)	Reference key of the last requested Web page for the Web session.
EXIT_PAGE_SK	NUMERIC(7)	Reference key of the last accessed Web page in the Web session.
PLATFORM_SK	NUMERIC(3)	Reference key to indicate the OS platform used in the Web session.
BROWSER_SK	NUMERIC(11)	Reference key to indicate the browser used in the Web session.
STATUS_GROUP_SK	NUMERIC(5)	Reference key of the status group to indicate the status codes encountered in the Web session.
VISITOR_SK	NUMERIC(9)	Reference key of the visitor to the Web session.
REFERRER_SK	NUMERIC(11)	Reference key of the referrer to the Web session.
IP_ADDRESS_SK	NUMERIC	Reference key of the IP address for the visitor to the Web session.
GEO_IP_SK	NUMERIC	Reference key of the geographical Information of the visitor to the Web session.
SEARCH_TERM_SK	NUMERIC(6)	Reference key of the search term from the Web session.
USER_SK	NUMERIC(7)	Reference key of the Web user for the Web session.
USER_AGENT_SK	NUMERIC(7)	Reference key of the user agent for the Web session.
REFERRER_QUERY_STRING_SK	NUMERIC(11)	Reference key of the referrer query string in the Web session.
SEARCH_ENGINE_SK	NUMERIC(11)	Reference key of the search engine used in the Web session.
SECONDS_SPENT_IN_SESSION_CNT	NUMERIC(8)	Total seconds spent in the session.
BYTES_SENT_CNT	NUMERIC(10)	Total bytes sent within the session.
SESSION_START_DTTM	DATE	The datetime that the session was started.
SESSION_END_DTTM	DATE	The datetime that the session was ended.

Column Name	Data Type	Definition
STATUS_CODE_302_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
STATUS_CODE_304_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
STATUS_CODE_400_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
STATUS_CODE_401_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
STATUS_CODE_403_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
STATUS_CODE_404_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
STATUS_CODE_405_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
STATUS_CODE_408_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
STATUS_CODE_500_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
STATUS_CODE_501_CNT	NUMERIC(5)	The number of pages within the session receiving the indicated status code.
ONE_HIT_FLG	CHAR(1)	Equals '1' for sessions with only one page request. Otherwise, it is '0'.
REQUESTED_PAGE_CNT	NUMERIC(5)	Total number of requested pages within the session.
VALID_PAGE_CNT	NUMERIC(5)	Total number of valid requested pages within the session. Valid pages are identified as pages having a status code supplied in the Weba_1200_warehouse_staging_tables job option "Status Codes that constitute valid page views".
LOAD_DTTM	DATE	Date and time the session is loaded into the data mart.
PPC_FLG	CHAR(1)	Flag indicating if the session pertains to a pay-per-click request with a value of '1'. Otherwise, it is set to '0'.

Column Name	Data Type	Definition
SEB_CAMPAIGN_ID	VARCHAR2(32)	This column is being deprecated in 5.4 and no longer populated, but remains for backward compatibility. This column will be deleted in a future release. The campaign is identified in the Search Engine Bid system (Vendor).
CLIENT_SESSION_DT	DATE	The session date on the client machine.
CLIENT_SESSION_START_DTTM	DATE	The Web session start date and time on the client machine.
CLIENT_SESSION_END_DTTM	DATE	The Web session end date and time on the client machine.
DEVICE_NM	VARCHAR2(85)	The device used to access the Web site.
DEVICE_TYPE_NM	VARCHAR2(32)	The type of device used to access the Web site.
ACTIVE_SEC_SPENT_IN_SESSN_CNT	NUMERIC(9)	Active page view time in the session expressed in seconds.
USER_DATA_VOLUME_BYTES_CNT	NUMERIC(9)	The number of bytes loaded into the browser. Used to calculate perceived bandwidth. This includes data loaded from cache or proxy servers.
USER_DATA_TRANS_SEC_CNT	NUMERIC(8,3)	The time it took in seconds to load data into the browser. Used to calculate perceived bandwidth.
NETWORK_DATA_VOLUME_BYTES_CNT	NUMERIC(9)	The number of bytes transferred between the browser and the collection server. No caching or proxy involved. Used to calculate apparent bandwidth.
NETWRK_DATA_TRANS_SEC_CNT	NUMERIC(8,3)	The time it took in seconds to transfer data between the browser and the collection server. Used to calculate apparent bandwidth.
SOURCE_SESS_REF_ID	VARCHAR2(32)	A session identifier, provided by third-party data collection, which is retrieved from the Web site.

Table 3.31 SESSION_X_STATUS_CODE Table

Column Name	Data Type	Definition
STATUS_GROUP_SK	NUMERIC(5)	A surrogate key generated by the ETL process, which groups the status codes that occurred in a Web session.
SESSION_STATUS_CD	VARCHAR(260)	Blank delimited sorted list of status codes encountered within a session

Column Name	Data Type	Definition
STATUS_100_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_101_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_200_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_201_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_202_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_203_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_204_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_205_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_206_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_207_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_300_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_301_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_302_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_303_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_304_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_305_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.

Column Name	Data Type	Definition
STATUS_306_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_307_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_400_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_401_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_402_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_403_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_404_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_405_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_406_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_407_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_408_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_409_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_410_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_411_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_412_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.

Column Name	Data Type	Definition
STATUS_413_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this STAT Status_Group_Sk.
STATUS_414_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_415_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_416_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_417_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_449_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_500_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_501_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_502_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_503_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_504_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_505_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_509_CD	CHAR(1)	Flag indicating that this status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.
STATUS_UNKNOWN_CD	CHAR(1)	Flag indicating that an unknown status code was encountered in sessions ('1'), or not ('0') of this Status_Group_Sk.

Table 3.32 STATUS_CODE_DIM Table

Column Name	Data Type	Definition
STATUS_CD	NUMERIC(3)	The HTTP standard status code of Web requests based on W3C standard codes.
CLIENT_ERROR_FLG	CHAR(1)	'1' indicates the error is a client error.
STATUS_CD_DESC	VARCHAR(1332)	Description of the status of a Web request.
SERVER_ERROR_FLG	CHAR(1)	'1' indicates the error is a server error.

Table 3.33 USER_AGENT_DIM Table

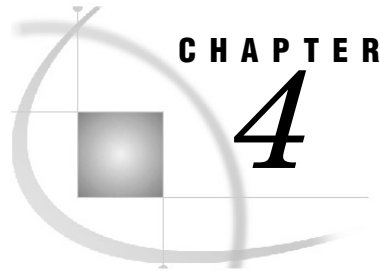
Column Name	Data Type	Definition
USER_AGENT_SK	NUMERIC(7)	User agent surrogate key.
USER_AGENT_NM	VARCHAR(271)	Assigned from the Clickstream column User_Agent.

Table 3.34 USER_DIM Table

Column Name	Data Type	Definition
USER_SK	NUMERIC(7)	User surrogate key.
USER_NM	VARCHAR(42)	Assigned from the Clickstream column Username.
USER_SOURCE_ID	VARCHAR2(40)	Indicates the source system for the user.
USER_TYPE_ID	VARCHAR2(40)	Type of user (for example, internal or external).
USER_SOURCE_TXT	VARCHAR2(260)	Freely configurable user source information.

Table 3.35 VISITOR_DIM Table

Column Name	Data Type	Definition
VISITOR_SK	NUMERIC(9)	Visitor surrogate key.
CUSTOMER_ID	VARCHAR(130)	The key or the identifier for the customer. Population of this field requires custom code.
VISITOR_ID	VARCHAR(225)	Assigned from the Clickstream column Visitor_Id.
VISITOR_TYPE_NM	VARCHAR2(52)	Type of visitor(for example, new or returning).



Descriptions of Web Mart Aggregate Tables

This chapter provides a list of tables, fields, descriptions, and formulas in the SAS Online Analytics 5.4 Data Model. The corresponding data is used by several information maps and reports. Use this list as a reference for the following tasks:

- ❑ composing, modifying, or adding data to information maps and reports
- ❑ understanding or implementing business rules
- ❑ gaining insight to data content

There are wildcards in the data dictionary, denoted by an asterisk (*). The wildcard values are DAY, WEEK, MONTH, QUARTER, and YEAR. Therefore, each table listed in Chapter 4 represents five physical tables. Each table contains an identical set of columns. All standard reports use the _DAY table, but the other four tables are available for use.

Note: All fields are available for each of the five tables, and they contain identical definitions, with one exception. The Session_Dt field represents the day on the _DAY table, the first day of the week at the _WEEK level, the first day of the month at the _MONTH level, and so on.

All of these tables can be joined with any number of _DIM tables by the appropriate surrogate key field. For example, AGGR_ALL_PAGE_DAY can be joined with the PAGE_DIM table by Page_Sk to obtain various fields from PAGE_DIM.

These tables are available in the Wamart library for each Web mart.

Table 4.1 List of Web Mart Aggregate Tables

Table Name	Field Name	Type	Length	Description	Formula
AGGR_ALL_PAGE_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period) on which the session or sessions began.	The month, day, and year this record represents (for example, 01SEP2002).
AGGR_ALL_PAGE_*	Page_Sk	Num	7	Page surrogate key.	Detail_Fact.Page_Sk
AGGR_ALL_PAGE_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(case Detail_Fact.Valid_Page_Flg when '1' then 1 else 0 end)
AGGR_ALL_PAGE_*	Prosp_Bounce	Num	8	Number of prospective bounces, defined as the first valid page visited during a session.	sum(case when Detail_Fact.Valid_Page_Flg='1' and Detail_Fact.Previous_Page_Sk= . <missing> then 1 else 0 end)

Table Name	Field Name	Type	Length	Description	Formula
AGGR_ALL_PAGE_*	One_Hit_Session_Count	Num	8	Number of bounces. A bounce occurs when a session visits one, but not more than one, valid page in a session.	sum(case when Detail_Fact.Previous_Page_Sk= . <missing> and Detail_Fact.next_Page_Sk= . <missing> and Detail_Fact.Valid_Page_Flg='1' then 1 else 0 end)
AGGR_ALL_PAGE_*	Entry_Page_Count	Num	8	Number of entry pages.	sum(case Detail_Fact.Entry_Point_Flg when '1' then 1 else 0 end)
AGGR_ALL_PAGE_*	Exit_Page_Count	Num	8	Number of exit pages.	sum(case Detail_Fact.Exit_Point_Flg when '1' then 1 else 0 end)
AGGR_ALL_PAGE_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(1) <from Session_Fact>
AGGR_ALL_PAGE_*	Status_Cd	Num	3	The HTTP standard status code of Web requests based on W3C standard codes.	The HTTP status code that the server returns to the client upon request. In Clickstream, this is the Status_Code field that comes from the standard output columns
AGGR_ALL_PAGE_*	Session_Total	Num	8	Count of number of sessions for that Session_Dt.	count(Session_Fact.Session_Sk), but grouped by Session_Dt only. (*)
AGGR_ALL_PAGE_*	Page_Total	Num	8	Count of page visits for a particular Session_Dt.	count(Session_Fact.Valid_Page_Cnt) - grouped by Session_Dt only. (*)
AGGR_BOUNCE_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period) on which the session or sessions began.	The HTTP status code that the server returns to the client upon request. In Clickstream, this is the Status_Code field that comes from the standard output columns.
AGGR_BOUNCE_*	Page_Sk	Num	7	Page surrogate key.	The Web page a visitor requested. This is a foreign key to the PAGE_DIM table.
AGGR_BOUNCE_*	Prosp_Bounce	Num	8	Number of prospective bounces, defined as the first valid page visited during a session.	Sum of cases where Valid_Page_Flg='1' and Previous_Page_Sk = <missing.> Previous_Page_Sk is missing only when there is no previous valid page that was visited in the session.
AGGR_BOUNCE_*	One_Hit_Session_Count	Num	8	Number of bounces. A bounce occurs when a session visits one, but not more than one, valid page in a session.	Sum of cases where Valid_Page_Flg = '1' and Previous_Page_Sk = <missing> and next_Page_Sk = <missing.>. Previous_Page_Sk and next_Page_Sk are missing only when there is no previous or next valid page that was visited in the session.
AGGR_BOUNCE_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(distinct(Detail_Fact.Session_Sk))

Table Name	Field Name	Type	Length	Description	Formula
AGGR_BROWSER_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The month, day, and year this record represents (for example, 01SEP2002).
AGGR_BROWSER_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(Session_Fact.Valid_Page_Cnt)
AGGR_BROWSER_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(Session_Fact.Session_Sk)
AGGR_BROWSER_*	Browser_Nm	Char	52	The name of the browser that is populated from the Web log detail (clickstream) user agent.	The name of the browser that is populated from the Web log detail (clickstream) user agent.
AGGR_BROWSER_*	Browser_Version_No	Char	16	The version number of the browser populated from the Web log detail user agent.	The version number of the browser populated from the Web log detail user agent.
AGGR_BROWSER_*	Session_Sum	Num	8	Count of number of sessions for that Session_Dt.	count(Session_Fact.Session_Sk), but grouped by Session_Dt only. (*)
AGGR_BROWSER_*	Page_Sum	Num	8	Count of page visits for a particular Session_Dt	count(Session_Fact.Valid_Page_Cnt) - grouped by Session_Dt only. (*)
AGGR_DAILY_TOTAL_*	Unique_Visitors	Num	8	Number of unique visitors for that Session_Dt.	Number of Visitor_Sk values on AGGR_VISITOR_*
AGGR_DAILY_TOTAL_*	Repeat_Visitors	Num	8	Number of repeat visitors for that Session_Dt.	Number of Visitor_Sk values on AGGR_VISITOR_* with session_count > 1
AGGR_DAILY_TOTAL_*	Page_View_Med_Session_Cnt	Num	8	Number of medium-length sessions for that Session_Dt.	sum(case when Session_Fact.Valid_Page_Cnt gt 4 and Session_Fact.Valid_Page_Cnt le 8 then 1 else 0 end)
AGGR_DAILY_TOTAL_*	Page_View_Low_Session_Cnt	Num	8	Number of short-length sessions for that Session_Dt.	sum(case when Session_Fact.Valid_Page_Cnt gt 1 and Session_Fact.Valid_Page_Cnt le 4 then 1 else 0 end)
AGGR_DAILY_TOTAL_*	Page_View_High_Session_Cnt	Num	8	Number of long-length sessions for that Session_Dt.	sum(case when Session_Fact.Valid_Page_Cnt gt 8 then 1 else 0 end)
AGGR_DAILY_TOTAL_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The DatePart of Clickstream's Date_Time field for the first request within a session.

Table Name	Field Name	Type	Length	Description	Formula
AGGR_DAILY_TOTAL_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(distinct(Detail_Fact.Session_Sk))
AGGR_DAILY_TOTAL_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(case when Detail_Fact.Valid_Page_Flg = '1' then 1 else 0 end)
AGGR_DAILY_TOTAL_*	File_Count	Num	8	Number of page attempts, regardless of whether they succeed.	count(1) <from Detail_Fact>
AGGR_DAILY_TOTAL_*	Prosp_Bounce	Num	8	A prospective bounce, defined as the first valid page visited during a session.	sum(case when Detail_Fact.Valid_Page_Flg = '1' and Detail_Fact.Previous_Page_Sk = . <missing> then 1 else 0 end)
AGGR_DAILY_TOTAL_*	One_Hit_Session_Count	Num	8	Number of bounces. A bounce occurs when a session visits one, but not more than one, valid page in a session.	sum(case when Detail_Fact.Previous_Page_Sk = . <missing> and Detail_Fact.Next_Page_Sk = . <missing> and Detail_Fact.Valid_Page_Flg = '1' then 1 else 0 end)
AGGR_DAILY_TOTAL_*	Duration	Num	8	Number of seconds spent on that page.	sum(Detail_Fact.Seconds_Spent_On_Page_Cnt)
AGGR_DAILY_TOTAL_*	Day_Of_Week	Num	8	Day of the week.	weekday(Session_Dt)
AGGR_ENTRY_PG_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period (on which the session or sessions began.	The DatePart of Clickstream's Date_Time field for the first request within a session.
AGGR_ENTRY_PG_*	Referrer_Sk	Num	8	The external referrer for the session.	Detail_Fact.Referrer_Sk where Detail_Fact.Sequence_No = 1
AGGR_ENTRY_PG_*	Entry_Page_Count	Num	8	Number of entry pages.	sum(case when Detail_Fact.Valid_Page_Flg = '1') At this stage, Detail_Fact has been reduced to one record per session, with that record satisfying: (Detail_Fact.Sequence_No = 1 and Detail_Fact.Valid_Page_Flg = '1') or (Detail_Fact.Sequence_No > 1 and for all Detail_Fact.Sequence_No < N, Valid_Page_Flg ne '1') or (on last Sequence_No for that Session_Sk)
AGGR_ENTRY_PG_*	Page_Sk	Num	7	Page surrogate key.	Detail_Fact.Page_Sk where: (Detail_Fact.Sequence_No = 1 and Detail_Fact.Valid_Page_Flg = '1') or (Detail_Fact.Sequence_No > 1 and for all Detail_Fact.Sequence_No < n, Valid_Page_Flg ne '1') or (on last Sequence_No for that Session_Sk)

Table Name	Field Name	Type	Length	Description	Formula
AGGR_ENTRY_PG_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(distinct(Detail_Fact.Session_Sk.))
AGGR_ENTRY_PG_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(Session_Fact.Valid_Page_Cnt)
AGGR_ENTRY_PG_*	Prosp_Bounce	Num	8	Number of prospective bounces, defined as the first valid page visited during a session.	sum cases where (((Detail_Fact.Sequence_No = 1 and Detail_Fact.Valid_Page_Flg = '1') or (Detail_Fact.Sequence_No > 1 and for all Detail_Fact.Sequence_No < n, Valid_Page_Flg ne '1')) and Detail_Fact.Previous_Page_Sk = <missing.>)
AGGR_ENTRY_PG_*	One_Hit_Session_Count	Num	8	Number of bounces. A bounce occurs when a session visits one, but not more than one, valid page in a session.	sum cases where (((Detail_Fact.Sequence_No = 1 and Detail_Fact.Valid_Page_Flg = '1') or (Detail_Fact.Sequence_No > 1 and for all Detail_Fact.Sequence_No < n, Valid_Page_Flg ne '1'.)) and Detail_Fact.Previous_Page_Sk = <missing> and Detail_Fact.next_Page_Sk = <missing>)
AGGR_EXIT_PG_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The DatePart of Clickstream's Date_Time field for the first request within a session.
AGGR_EXIT_PG_*	Page_Sk	Num	7	Page surrogate key.	The Web page a visitor requested. This is a foreign key to the PAGE_DIM table.
AGGR_EXIT_PG_*	Exit_Page_Count	Num	8	Number of exit pages.	count(1) where Detail_Fact.Exit_Point_Flg = '1'
AGGR_HOURLY_STATUS_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The DatePart of Clickstream's Date_Time field for the first request within a session.
AGGR_HOURLY_STATUS_*	Status_Cd	Num	3	The HTTP standard status code of Web requests based on W3C standard codes.	The HTTP status code that the server returns to the client upon request. In Clickstream, this is the Status_Code field that comes from the standard output columns.
AGGR_HOURLY_STATUS_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(case Detail_Fact.Valid_Page_Flg when '1' then 1 else 0 end)
AGGR_HOURLY_STATUS_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(distinct(Detail_Fact.Session_Sk))

Table Name	Field Name	Type	Length	Description	Formula
AGGR_HOURLY_STATUS_*	File_Count	Num	8	Number of page attempts, regardless of whether they succeed.	count(1)
AGGR_HOURLY_STATUS_*	Hour	Num	8	Hour of day.	hour(Detail_Fact.detail_tm)
AGGR_HOURLY_STATUS_*	Daily_Sessions	Num	8	Count of number of sessions for that Session_Dt.	count(distinct(Detail_Fact.Session_Sk)) - by Detail_Fact.Session_Dt only (*)
AGGR_HOURLY_TOTAL_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The DatePart of Clickstream's Date_Time field for the first request within a session.
AGGR_HOURLY_TOTAL_*	Hour	Num	8	Hour of day.	hour(Detail_Fact.detail_tm)
AGGR_HOURLY_TOTAL_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(case when Detail_Fact.Valid_Page_Flg = '1' then 1 else 0 end)
AGGR_HOURLY_TOTAL_*	File_Count	Num	8	Number of page requests.	count(1)
AGGR_HOURLY_TOTAL_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(distinct(Detail_Fact.Session_Sk))
AGGR_HOURLY_TOTAL_*	Duration	Num	8	Number of seconds spent on that page.	sum(Detail_Fact.Seconds_Spent_On_Page_Cnt)
AGGR_INSIGHT_*	Unique_Visitors	Num	8	Unique visitors.	AGGR_VISITORS_*.Unique_Visitors
AGGR_INSIGHT_*	Repeat_Visitors	Num	8	Repeat visitors.	AGGR_VISITORS_*.Repeat_Visitors
AGGR_INSIGHT_*	Page_View_Med_Session_Cnt	Num	8	Number of medium-length sessions for that Session_Dt.	sum(case when Session_Fact.Valid_Page_Cnt gt 4 and Session_Fact.Valid_Page_Cnt le 8 then 1 else 0 end)
AGGR_INSIGHT_*	Page_View_Low_Session_Cnt	Num	8	Number of short-length sessions for that Session_Dt.	sum(case when Session_Fact.Valid_Page_Cnt gt 1 and Session_Fact.Valid_Page_Cnt le 4 then 1 else 0 end)
AGGR_INSIGHT_*	Page_View_High_Session_Cnt	Num	8	Number of long-length sessions for that Session_Dt.	sum(case when Session_Fact.Valid_Page_Cnt gt 8 then 1 else 0 end)

Table Name	Field Name	Type	Length	Description	Formula
AGGR_INSIGHT_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The DatePart of Clickstream's Date_Time field for the first request within a session.
AGGR_INSIGHT_*	Duration	Num	8	Number of seconds spent on that page.	sum(Detail_Fact.Seconds_Spent_On_Page_Cnt)
AGGR_INSIGHT_*	Status_ Code_ 302_Count	Num	8	Count of number of 302 status code values.	sum(case when Detail_Fact.Status_Cd = 302 then 1 else 0 end)
AGGR_INSIGHT_*	Status_ Code_ 304_Count	Num	8	Count of number of 304 status code values.	sum(case when Detail_Fact.Status_Cd = 304 then 1 else 0 end)
AGGR_INSIGHT_*	Status_ Code_ 400_Count	Num	8	Count of number of 400 status code values.	sum(case when Detail_Fact.Status_Cd = 400 then 1 else 0 end)
AGGR_INSIGHT_*	Status_ Code_ 401_Count	Num	8	Count of number of 401 status code values.	sum(case when Detail_Fact.Status_Cd = 401 then 1 else 0 end)
AGGR_INSIGHT_*	Status_ Code_ 403_Count	Num	8	Count of number of 403 status code values.	sum(case when Detail_Fact.Status_Cd = 403 then 1 else 0 end)
AGGR_INSIGHT_*	Status_ Code_ 404_Count	Num	8	Count of number of 404 status code values.	sum(case when Detail_Fact.Status_Cd = 404 then 1 else 0 end)
AGGR_INSIGHT_*	Status_ Code_ 405_Count	Num	8	Count of number of 405 status code values.	sum(case when Detail_Fact.Status_Cd = 405 then 1 else 0 end)
AGGR_INSIGHT_*	Status_ Code_ 408_Count	Num	8	Count of number of 408 status code values.	sum(case when Detail_Fact.Status_Cd = 408 then 1 else 0 end)
AGGR_INSIGHT_*	Status_ Code_ 500_Count	Num	8	Count of number of 500 status code values.	sum(case when Detail_Fact.Status_Cd = 500 then 1 else 0 end)
AGGR_INSIGHT_*	Status_ Code_501_ Count	Num	8	Count of number of 501 status code values.	sum(case when Detail_Fact.Status_Cd = 501 then 1 else 0 end)
AGGR_INSIGHT_*	Client_Error	Num	8	Count of number of client errors. A client error returns a status code equal to or between values 400 and 499.	sum(case when Detail_Fact.Status_Cd ge 400 and Detail_Fact.Status_Cd le 499 then 1 else 0 end)

Table Name	Field Name	Type	Length	Description	Formula
AGGR_INSIGHT_*	Server_Error	Num	8	Count of number of server errors. A server error returns a status code equal to or between values 500 and 599.	sum(case when Detail_Fact.Status_Cd ge 500 and Detail_Fact.Status_Cd le 599 then 1 else 0 end)
AGGR_INSIGHT_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(case when Detail_Fact.Valid_Page_Flg='1' then 1 else 0 end)
AGGR_INSIGHT_*	File_Count	Num	8	Number of page attempts, regardless of whether they succeed.	count(1) <from Detail_Fact>
AGGR_INSIGHT_*	One_Hit_Session_Count	Num	8	Number of bounces. A bounce occurs when a session visits one, but not more than one, valid page in a session.	sum(case when Detail_Fact.Previous_Page_Sk= . <missing> and Detail_Fact.next_Page_Sk= . <missing> and Detail_Fact.Valid_Page_Flg='1' then 1 else 0 end)
AGGR_INSIGHT_*	Total_Bytes_Sent	Num	8	See Detail_Fact.Bytes_Sent_Cnt.	sum(Detail_Fact.bytes_sent_cnt) / 1024
AGGR_INSIGHT_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(distinct(Detail_Fact.Session_Sk))
AGGR_INSIGHT_*	Daily_Sessions	Num	8	Count of number of sessions for that Session_Dt.	count(distinct(Detail_Fact.Session_Sk)) - by Session_Dt only (*)
AGGR_INSIGHT_ST_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The month, day, and year this record represents (for example, 01SEP2002).
AGGR_INSIGHT_ST_*	Referrer_Sk	Num	8	Referrer surrogate key.	Reference key of the referrer to the Web session
AGGR_INSIGHT_ST_*	Search_Engine_Sk	Num	8	Search engine surrogate key.	Reference key of the search engine used in the Web session.
AGGR_INSIGHT_ST_*	Search_Term_Sk	Num	6	Search term surrogate key.	Reference key of the search term from the Web session.
AGGR_INSIGHT_ST_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(1) <from Session_Fact>
AGGR_INSIGHT_ST_*	Session_Total	Num	8	Count of number of sessions for that Session_Dt.	count(1) <from Session_Fact> - by Session_Dt only (*)

Table Name	Field Name	Type	Length	Description	Formula
AGGR_INT_SEARCH_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The DatePart of Clickstream's Date_Time field for the first request within a session
AGGR_INT_SEARCH_*	Int_Search_Term_Sk	Num	8	The internal search term surrogate key.	This relates the detail Web page to the internal search term.
AGGR_INT_SEARCH_*	Exit_Count	Num	8	The number of searches that resulted in a session exit.	A summary of the number of exits. An exit occurs when, looking at a session in Detail_Fact.Sequence_No order, an internal search begins (Detail_Fact.Int_Search_Term_Result_Flg is set), and for some later Sequence_No in the session, Detail_Fact.next_Page_Sk = <missing.>
AGGR_INT_SEARCH_*	Total_Search_Cnt	Num	8	The number of searches that contain a particular search term.	A summary of the number of times a particular Int_Search_Term_Sk was searched on. In other words, count of cases where Int_Search_Term_Result_Flg= 1 for Int_Search_Term_Sk. Note that a session can contain more than one search on the same term.
AGGR_INT_SEARCH_*	Refine_Cnt	Num	8	The number of refinements to a search. A refinement occurs when an internal search leads to a different search.	A summary of the number of refinements. A refinement occurs when, looking at a session in Detail_Fact.Sequence_No order, an internal search begins (Detail_Fact.Int_Search_Term_Result_Flg is set), and on some later Sequence_No, a second search begins. The second search is considered a refinement of the first search.
AGGR_INT_SEARCH_*	Page_Count	Num	8	Number of valid pages visited during a session.	Number of pages successfully viewed after a search concludes. These pages have an Int_Search_Term_Result_Flg of '0' and continue until another search is initiated.
AGGR_INT_SEARCH_*	Conv_Cnt	Num	8	The number of conversions, which occur when an internal search leads to the searcher clicking on the results.	Number of conversions. A conversion occurs when a search result's page leads directly to a second valid page. Assume SR = Search Result Page and D = Destination Page. If SR.next_Page_Sk = D.Page_Sk and D.Previous_Page_Sk = SR.Page_Sk and D.Int_Search_Term_Result_Flg= '0' and SR.Int_Search_Term_Result_Flg= '1', then this is a conversion.
AGGR_INT_SEARCH_*	Unique_Cnt	Num	8	Number of sessions running a particular search.	Number of Session_Sks that contain Int_Search_Term_Sk where Int_Search_Term_Result_Flg = '1'

Table Name	Field Name	Type	Length	Description	Formula
AGGR_INT_SEARCH_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period (on which the session or sessions began.	The month, day, and year this record represents (for example, 01SEP2002).
AGGR_PLATFORM_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(Session_Fact.Valid_Page_Flg)
AGGR_PLATFORM_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(Session_Fact.Session_Sk)
AGGR_PLATFORM_*	Platform_Desc	Char	78	The description of the OS platform.	The description of the OS platform.
AGGR_PLATFORM_*	Session_Sum	Num	8	Count of number of sessions for that Session_Dt.	count(Session_Fact.Session_Sk) - but grouped by Session_Dt only. (*)
AGGR_PLATFORM_*	Page_Sum	Num	8	Count of page visits for a particular Session_Dt.	count(Session_Fact.Valid_Page_Cnt) - grouped by Session_Dt only. (*)
AGGR_STATUS_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The DatePart of Clickstream's Date_Time field for the first request within a session
AGGR_STATUS_*	Page_Sk	Num	7	Page surrogate key.	The Web page a visitor requested. This is a foreign key to the PAGE_DIM table.
AGGR_STATUS_*	Referrer_Sk	Num	8	Referrer surrogate key.	Detail_Fact.Referrer_Sk
AGGR_STATUS_*	Status_Cd	Num	3	The HTTP standard status code of Web requests based on W3C standard codes.	The HTTP status code that the server returns to the client upon request. In Clickstream, this is the Status_Code field that comes from the standard output columns
AGGR_STATUS_*	Session_Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(distinct(Detail_Fact.Session_Sk))
AGGR_STATUS_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(case Detail_Fact.Valid_Page_Flg when '1' then 1 else 0 end)
AGGR_STATUS_*	Session_Total	Num	8	Count of number of sessions for that Session_Dt.	count(Session_Fact.Session_Sk) - but grouped by Session_Dt only. (*)
AGGR_TERM_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period (on which the session or sessions began.	The month, day, and year this record represents (for example, 01SEP2002).

Table Name	Field Name	Type	Length	Description	Formula
AGGR_TERM_*	Search_ Term_Sk	Num	6	Search term surrogate key.	Reference key of the search term from the Web session.
AGGR_TERM_*	Session_ Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(1) <from Session_Fact>
AGGR_TERM_*	Search_ Engine_Sk	Num	8	Search engine surrogate key.	Reference key of the search engine used in the Web se
AGGR_TERM_*	Session_ Total	Num	8	Count of number of sessions for that Session_Dt.	count(1) from Session_Fact - grouped by Session_Dt only. (*)
AGGR_VISITOR_*	Session_Dt	Num	8	The month, day, and year that represent the beginning of the period on which the session or sessions began.	The month, day, and year this record represents (for example, 01SEP2002).
AGGR_VISITOR_*	Page_Count	Num	8	Number of valid pages visited during a session.	sum(Session_Fact.Valid_Page_Cnt)
AGGR_VISITOR_*	Session_ Count	Num	8	Number of sessions. A session is defined at the Fact table level.	count(Session_Fact.Session_Sk)
AGGR_VISITOR_*	Page_View_ High_ Session_Cnt	Num	8	Number of medium-length sessions for that Session_Dt.	sum(case when Session_Fact.Valid_Page_Cnt gt 8 then 1 else 0 end)
AGGR_VISITOR_*	Page_View_ Med_ Session_Cnt	Num	8	Number of short-length sessions for that Session_Dt.	sum(case when Session_Fact.Valid_Page_Cnt gt 4 and Session_Fact.Valid_Page_Cnt le 8 then 1 else 0 end)
AGGR_VISITOR_*	Page_View_ Low_ Session_ Cnt	Num	8	Number of long-length sessions for that Session_Dt.	sum(case when Session_Fact.Valid_Page_Cnt gt 1 and Session_Fact.Valid_Page_Cnt le 4 then 1 else 0 end)
AGGR_VISITOR_*	Duration	Num	8	Number of seconds spent in the various sessions for a day.	sum(Session_Fact.Seconds_Spent_In_ Session_Cnt)
AGGR_VISITOR_*	End_Dttm	Num	8	Time that a visitor's latest session concluded.	max(Session_Fact.Session_End_Dttm)
AGGR_VISITOR_*	Start_Dttm	Num	8	Time that a visitor's earliest session began.	min(Session_Fact.Session_Start_ Dttm)
AGGR_VISITOR_*	Visitor_Sk	Num	8	Visitor surrogate key.	Reference key of the visitor to the Web session.

Table Name	Field Name	Type	Length	Description	Formula
AGGR_VISITOR_*	Day_Of_Week	Num	8	Day of the week.	weekday(Session_Dt)

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