

Core Table Examples and Columns

IMPORTANT

This is a comprehensive overview to serve as an example - not all fields are mandatory.

The following list outlines common identifiers and attributes that are shared across various industry verticals. We have also included suggestions for [vertical-specific attributes](#) to provide more granular detail; note that these are optional and can vary use case from use case.

1. User Table

This table contains static and slowly changing profile information for each user, organized into three categories:

- **Core:** Essential, foundational data points for understanding each user.

Field Name	Type	Description
<code>user_id</code>	STRING	Unique identifier for the user (Primary Key).
<code>email_hashed</code>	STRING	Hashed/anonymized email address.

- **Attributes:** Descriptive fields that provide a broader context of the user's profile.

Field Name	Type	Description
<code>user_pseudo_id</code>	STRING	Pseudonymous user ID (e.g., GA client ID).
<code>first_touch_timestamp</code>	TIMESTAMP	When the user first interacted with the platform.
<code>registration_date</code>	DATE	Date of user registration.
<code>country</code>	STRING	User's primary country.
<code>age_group</code>	STRING	User's age range (e.g., '18-24').
<code>gender</code>	STRING	User's gender.

- **Advanced:** Additional data that can be used to refine and enhance predictive models.

Field Name	Type	Description
device_os	STRING	Primary operating system used by the user.
signup_channel	STRING	How the user initially signed up

2. Event Table

This table captures individual actions and interactions users perform on your platform.

- **Core:** Essential data that identifies the event, time, and user.

Field Name	Type	Description
event_timestamp	TIMESTAMP	Time when the event occurred.
event_id	STRING	Unique identifier for the event (Primary Key).
event_name	STRING	Name of the action (e.g., <code>page_view</code> , <code>click</code>).
user_id	STRING	User who performed the event (Foreign Key).
event_value_usd	FLOAT	Monetary value associated with the event (if any).
transaction_id	STRING	ID of a transaction associated with the event (if any).

- **Attributes:** Descriptive details providing context for the event.

Field Name	Type	Description
user_pseudo_id	STRING	Pseudonymous user ID associated with the event.
session_id	STRING	Identifier for the user's session.
device_type	STRING	Type of device used (e.g., <code>mobile</code> , <code>desktop</code>).
operating_system	STRING	Operating system of the device.

country	STRING	Country where the event occurred.
page_path	STRING	URL path of the page viewed.
screen_name	STRING	Name of the app screen viewed.
duration_ms	INTEGER	Duration of an event or session in milliseconds.
item_id	STRING	ID of an item involved in the event (if applicable).
item_name	STRING	Name of an item involved in the event.
item_category	STRING	Category of an item involved in the event.

3. Payment Table

This table records details of financial transactions made by users.

- **Core:** Essential data that identifies the transaction, its value, and the associated user.

Field Name	Type	Description
transaction_id	STRING	Unique identifier for the transaction (Primary Key).
user_id	STRING	User who made the payment (Foreign Key).
payment_timestamp	TIMESTAMP	Time when the payment was processed.
amount	FLOAT	Total amount of the payment in specified currency.
currency	STRING	Original currency of the payment.

- **Attributes:** Descriptive details that provide context for the payment, such as the payment method, refunds, or transaction status.

Field Name	Type	Description
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payment_method	STRING	Method used for payment (e.g., 'Credit Card', 'PayPal').
product_id	STRING	ID of the product or service purchased.
product_name	STRING	Name of the product or service purchased.
quantity	INTEGER	Quantity of the product(s) purchased.
status	STRING	Status of the transaction (e.g., completed , refunded , failed).
refund_amount_usd	FLOAT	Amount refunded for the transaction.
refund_timestamp	TIMESTAMP	Time when the refund was processed.
is_recurring	BOOLEAN	TRUE if it's a recurring payment (e.g., subscription).

4. Attribution Table

This table links user acquisitions and conversions back to their marketing sources.

- **Core:** Essential data that links a user to the marketing channel that drove their acquisition.

Field Name	Type	Description
user_id	STRING	User whose acquisition is being attributed (Foreign Key).
campaign_id	STRING	ID of the marketing campaign.
attribution_model	STRING	Model used for attribution (e.g., 'Last Click', 'First Click').
platform	STRING	Platform where the acquisition occurred (e.g., 'iOS', 'Android', 'Web').

- **Attributes:** Descriptive details that provide context for the attribution, such as the specific channel, ad, or media source.

Field Name	Type	Description
install_timestamp	TIMESTAMP	Timestamp of the app install or first conversion.
media_source	STRING	The source of the user (e.g., 'Facebook Ads', 'Google Ads', 'Organic').
ad_group_name	STRING	Name of the ad group.
ad_creative_name	STRING	Name of the specific ad creative.
channel_type	STRING	Broader channel category (e.g., 'Paid Social', 'Paid Search', 'Email').
attributed_event_name	STRING	The specific event attributed (e.g., <code>first_open</code> , <code>first_purchase</code>).

Vertical-Specific Column Considerations

1. Retail / E-commerce

- User Table Additions:
 - `preferred_category` (STRING) - The product category the user interacts with most.
 - `has_newsletter_subscription` (BOOLEAN) - Indicates if the user is subscribed to marketing emails.
- Event Table Additions:
 - `event_name` nuances: `view_item`, `add_to_cart`, `remove_from_cart`, `begin_checkout`, `purchase`, `refund`, `search_results_view`.
 - `item_brand` (STRING) - Brand of the item.
 - `item_variant` (STRING) - Specific variant of the item (e.g., 'Red, Large').
 - `item_list_name` (STRING) - Name of the list the item appeared in (e.g., 'Homepage Banner', 'Recommended Products').
- Payment Table Additions:
 - `shipping_cost_usd` (FLOAT) - Cost of shipping.
 - `tax_amount_usd` (FLOAT) - Tax applied to the purchase.
 - `coupon_code_used` (STRING) - Coupon code applied to the transaction.
 - `shipping_address_country` (STRING) - Country for shipping.
 - `promotion_id` (STRING) - ID of any promotion applied.
 - `coupon_code` (STRING) - Coupon code used.
- Attribution Table Additions:
 - `attributed_event_name` nuances: `first_purchase`, `add_to_cart_conversion`.
 - `product_category_acquired_through` (STRING) - The category of the first product purchased after attribution.

2. Apps

- User Table Additions:
 - `current_subscription_status` (STRING) - E.g., 'Free', 'Premium', 'Trial'.
 - `subscription_start_date` (DATE) - Date the current subscription began.
 - `in_app_purchase_count` (INTEGER) - Total number of in-app purchases.
 - `total_game_sessions` (INTEGER) - For gaming apps, total sessions played.
 - `last_level_completed` (INTEGER) - For gaming, the last level the user finished.
 - `app_version` (STRING) - The version of the app the user last used.
 - `device_model` (STRING) - Specific device model (e.g., 'iPhone 14 Pro').
- Event Table Additions:
 - `event_name` nuances: `app_open`, `level_start`, `level_complete`, `tutorial_complete`, `ad_impression`, `in_app_purchase`, `feature_used`, `push_notification_received`.
 - `level_number` (INTEGER) - Current game level.
 - `score` (INTEGER) - Game score.
 - `ad_type` (STRING) - E.g., 'Interstitial', 'Rewarded Video'.
 - `item_id` (for IAP) (STRING) - ID of the in-app purchase item.
- Payment Table Additions:
 - `product_id` (for IAP) (STRING) - ID of the in-app purchase.
 - `is_subscription` (BOOLEAN) - `TRUE` if the payment is for a subscription.
 - `subscription_period` (STRING) - E.g., 'Monthly', 'Annual'.
 - `renewal_date` (DATE) - Next expected renewal date for subscriptions.
- Attribution Table Additions:
 - `attributed_event_name` nuances: `first_open`, `first_iap`, `trial_start`.
 - `app_store_source` (STRING) - E.g., 'Google Play Store', 'Apple App Store'.
 - `ad_network` (STRING) - The specific ad network (e.g., 'AdMob', 'Unity Ads').
 - `skadnetwork_campaign_id` (STRING) - For iOS attribution post-ATT.

3. SaaS (Software as a Service)

- User Table Additions:
 - `current_plan` (STRING) - E.g., 'Basic', 'Pro', 'Enterprise'.
 - `plan_start_date` (DATE) - Date the current plan started.
 - `plan_end_date` (DATE) - Date the current plan is set to end.
 - `trial_start_date` (DATE) - Date the trial began.
 - `trial_end_date` (DATE) - Date the trial ended.
 - `is_trial_conversion` (BOOLEAN) - `TRUE` if the user converted from trial to paid.
 - `feature_usage_score` (FLOAT) - A calculated score indicating how actively features are used.
 - `number_of_users_on_plan` (INTEGER) - For B2B SaaS, number of seats/users on the plan.
 - `company_size` (STRING) - E.g., 'Small Business', 'Mid-Market', 'Enterprise'.
 - `industry` (STRING) - User's company industry.
- Event Table Additions:
 - `event_name` nuances: `login`, `logout`, `report_generated`, `data_uploaded`, `integration_connected`, `support_ticket_opened`.
 - `feature_name` (STRING) - Name of the specific feature used.
 - `usage_duration_seconds` (INTEGER) - How long a feature was used.
 - `data_volume_mb` (FLOAT) - Amount of data processed/uploaded.
- Payment Table Additions:
 - `subscription_plan_id` (STRING) - ID of the SaaS plan purchased.
 - `billing_cycle` (STRING) - E.g., 'Monthly', 'Annually'.
 - `next_renewal_date` (DATE) - Date of the next scheduled payment.
 - `discount_applied` (FLOAT) - Discount percentage or amount.
 - `contract_term_months` (INTEGER) - Length of the contract.
- Attribution Table Additions:
 - `attributed_event_name` nuances: `signup`, `trial_start`, `first_paid_subscription`, `demo_booked`.
 - `lead_source` (STRING) - E.g., 'Webinar', 'Sales Call', 'Content Download'.
 - `sales_rep_id` (STRING) - ID of the sales representative involved in acquisition.