Analyst Friendly Summary Tables - Subscription Business

Most Important

Relate Record Count

Subscriber Summary

PK	Account ID

1.000

Everything about a subscriber (initially EDW only):
* First Name only (rest in PII schema w/ limited access)
* Currently Subscribed Flag
* Initial & last subscription date & product; initial GA channel
* Counts: # Chains, # Renewals, # Renewals 1st chain
* Values: RTD, RTD 1st Chain, RTD 1, 1.5, 2, 2.5 years
* Recency: Last Subscribed End Date (or current date if subscribed)
* Interval: Subscriber Tenure Days
* Coverage: # Days Subscribed, % Subscribed
* **ADD: Omniture Channel, Method, Email & Site Engagement, Demographics, ...**
* **ADD: Content Usage Summary**

First 72 Hrs Primary Topics

PK 1	Account ID
PK 2	Primary Topic

1.262

Ranking of primary topics viewed in first three days:
* # views, rank, % views

Chained Subscription Summary

PK 1	Account ID
PK 2	Chain Sequence # (1, 2, ...)

1.475

Everything about a subscription chain on "continuous" renewals. (EDW):
* Product: This chain, Prior chain, Next chain (names & IDs)
* Chain Is Active Subscription flag
* Dates: Chain Starting & Ending Dates; User cancel requested date.
* Interval: Days after prior chain end, days until next chain start.
* Payments: # & Total $s
* Status Codes: Starting / Ending Status; Ending Cancel Voluntary / Reason;
   Starting Promo Type
* **ADD: Content Usage Summary, More Starting / Ending conditions when available**

Renewals

PK 1	Account ID
PK 2	Chain Sequence # (1, 2, ...)
PK 3	Renewal # (0, 1, 2, ...)

6.448

Renewal details (EDW Subscription rows):
* Start & End Dates
* $ Paid
* Start & End Status; Cancel Voluntary & Reason
* Is Still Active flag
* EDW: Status Bit Mask, Order ID, Subscription Dimension Key

Content Usage Stint (CUS) Summary

PK 1	Account ID
FK 1	Chain Sequence # (1, 2, ...)
PK 2	Content Session Sequence # (1, 2, 3, ...)

50.49

Everything about a content usage stint - content views until a 30 minute gap (EDW content_usage_fact)
* Timestamps: Stint Start
* Intervals: duration (minutes), gap to next (hours)
* Counts: opens, videos, chapters, courses, topics, primary subjects, primary software
* Videos completed: # completed, % of all started which were completed
* Subjects/Topics: Top primary subject, % videos which are top primary subject, Top topic, Runner Up topic.
* Primary Software (list)
* **ADD: ???**

Content Usage Events (CUS)

FK 1	Account ID
PK 1	content_usage_fact_key

417.4

An analyst friendly copy of EDW content_usage_event table with 1-1 lookups filled in.
* Timestamp: Access_at
* Course: dimension_key & title
* Primary Subject from EDW
* Chapter: dimension_key & title
* Video: dimension key, title, & duration
* Flags: welcome, free, active, for certificate
* Author: name & is staff author?
* Misc: access type, browser OS, IP

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cus_ Primary Software

PK 1	Account ID	**58.47**
PK 2	Content Session Seq #	

* Primary Software Name
* # Views
* Rank
* % of Views

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cus_ Primary Subjects

PK 1	Account ID	**55.73**
PK 2	Content Session Seq #	

* Primary Subject Name
* # Views
* Rank
* % of Views

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cus_ Primary Topics

PK 1	Account ID	**57.37**
PK 2	Content Session Seq #	

* Primary Topic Name
* # Views
* Rank
* % of Views

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cus_ Topics

PK 1	Account ID	**72.13**
PK 2	Content Session Seq #	

* Topic Name
* # Views
* Rank
* % of Views

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cus_ Levels

PK 1	Account ID	**72.13**
PK 2	Content Session Seq #	

* Level Name
* # Views
* Rank
* % of Views

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cus_ Platform

PK 1	Account ID	**50.87**
PK 2	Content Session Seq #	

* Platform Name
* # Views
* Rank
* % of Views

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cus_ IP

PK 1	Account ID	**52.40**
PK 2	Content Session Seq #	

* IP Address
* # Views
* Rank
* % of Views

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cus_Tax_Library

PK 1	Account ID	**53.66**
PK 2	Content Session Seq #	

* Taxonomy Library(ies)
* # Views
* Rank
* % of Views

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cus_Tax_Category

PK 1	Account ID	**58.47**
PK 2	Content Session Seq #	

* Taxonomy Category(ies)
* # Views
* Rank
* % of Views

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cus_Tax_Topic

PK 1	Account ID	**61.74**
PK 2	Content Session Seq #	

* Taxonomy Topic(s)
* # Views
* Rank
* % of Views

These CUE attribute tables are all 1-M on CUS Summary.

Use them to explore the mix of usage attributes within a stint.

IOW, one stint will be over a bunch of videos, with various attributes. These tables rank each attribute value within the stint.

Rank = 1 for the most frequent value.

% of Views gives the predominance of the attribute value within the stint.

Note on the new cus_Tax_xxx tables: the text field is actually the space-comma concatenation of all values for the course which contains the video. Most courses are members of a single library, but not all. Many courses have multiple categories and most have multiple topics.

Content comment: "Primary Topic" is still a valid and useful. Note that is corresponds to Tax_Category, not Tax_Topic

Tax_Library, the top level, is new.