

Quality of Customers Data Schema Guide

Follow the guidelines below for data inputs

input: orders

Master list of orders **(Required)**

Field	Data Type	Example Format	Notes
order_id (required)	Integer or String	98765 or "98-765"	Primary unique identifier for each order / transaction
customer_id (required)	Integer or String	12345 or "12-345"	Unique identifier for each customer / user
order_date (required)	Date	2018-07-20	The day on which the customer's purchase decision was made or the most accurate record of that decision. Use the most meaningful natural timezone.
order_value (required)	Money (numeric, 2 decimal places)	29.99	US dollar value of the order. See notes.

Notes:

- The order_value field is what Retina uses to quantify how valuable an order is to the client. It can represent gross order revenue, gross order profit, net order profit, etc.
- Entries in the order_value field cannot be negative.
- Entries in the order_value field should not include refunds.
- Other order level details, such as shipping and handling costs, sales tax, and refund amount, may optionally be included in the orders table

input: customers

Master List of customers **(Required)**

Field	Data Type	Example Format	Notes
customer_id (required)	Integer or String	98765 or "98-765"	Unique identifier for each customer / user
CAC (required)	Money (numeric, 2 decimal places)	29.99	Acquisition Cost for each customer.

Notes:

- Each customer_id entry must have at least one matching customer_id entry in the orders table
- Entries in the CAC field must be non-negative
- If CAC is not available for each customer an estimate CAC shall be assigned and provided
- Other customer level details, such as demographics, acquisition channel, survey responses, may optionally be included in the customer table