

ICE Entertainment

Source System Data Dictionary

Sales System (Informix): Customer, Order_Header, Order_Details, Store, Subscription, Channel, and all customer-related reference tables.

ERP System (Oracle): Product, Currency_Rate, Currency, Package, and all product-related reference tables.

2. Table Summary

Table Name	Row Count	Description
Order_Details	50,000	Line items for each sales order. Core fact source for sales analysis.
Order_Header	17,000	Sales order headers linking customers, stores, dates and currency.
Customer	5,000	Customer master with demographics, location, interests and market segment.
Store	500	Store master with location, type, region and division.
Product	1,000	Product catalogue across Music, Films and Audio Books.
Subscription	3,000	Customer subscriptions to ICE packages (2022-2026).
Currency_Rate	357	Monthly FX rates to USD for 7 currencies (Jan 2022 - Mar 2026).
Currency	175	Master ISO currency code reference table.
Package	24	Subscription package definitions and pricing.
Package_Type	6	Lookup for package type codes.
Product_Type	65	Product type codes mapping to product categories.
Product_Category	3	Top-level product categories: Music, Films, Audio Books.
Product_Status	4	Product status codes: AC, IN, QC, WD.
Channel	6	Communication and delivery channel reference.
Customer_Status	4	Customer account status codes.
Customer_Type	3	Customer type codes: Purchaser, Subscriber, Newsletter.
Division	3	Geographic division groupings for stores.
Region	14	Geographic regions linked to divisions.
State	8	Australian states and territories.
Interest	38	Customer interest categories for CRM profiling.
Occupation	101	Customer occupation codes and categories.
House_Hold_Income	11	Household income bands in USD per year.
Permission	2	Marketing permission levels for customer contact.

Table Name	Row Count	Description
Address_Type	2	Address type lookup: Home, Work.
Email_Address_Type	2	Email address type lookup: Home, Work.
Phone_Number_Type	2	Phone number type lookup: Home, Work.

4. Table Definitions

Order_Header [Sales System]

Each row represents one sales order placed by a customer at a store.

Keys: *order_id* (PK) | *customer_number* (FK → Customer) | *store_number* (FK → Store)

Column Name	Data Type	Nullable	Key	Description	Sample Value
order_id	INT	No	PK	Unique identifier for each order	1001
order_date	DATE	No		Date the order was placed (2022-2026)	2024-01-06
customer_number	INT	No	FK	References Customer.customer_number	14515
store_number	INT	No	FK	References Store.store_number	1451
currency	VARCHAR	No		ISO currency code for the order (e.g. AUD, USD, EUR)	AUD
created	DATE	No		Date the record was created in the source system	2024-01-06
last_updated	DATE	No		Date the record was last updated in the source system	2024-01-14
Purchase type	VARCHAR	No		How the purchase was made: Online or Offline	Online

Order_Details [Sales System]

Each row represents one line item within a sales order. Multiple lines can exist per order.

Keys: *order_id* (FK → *Order_Header*) | *product_code* (FK → *Product*)

Column Name	Data Type	Nullable	Key	Description	Sample Value
order_id	INT	No	FK	References Order_Header.order_id	1001
line_no	INT	No		Line number within the order, starting at 1	1
product_code	INT	No	FK	References Product.product_code	100408
qty	INT	No		Quantity of units purchased (1-5)	2
price	DECIMAL	No		Selling price per unit in the order currency	4.18
unit_cost	DECIMAL	No		Cost of the product at time of sale in the order currency	1.52

Customer [Sales System]

Contains all customer records. Customers are segmented into three markets: Victoria, Rest of Australia, and International.

Keys: *customer_number* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
customer_number	INT	No	PK	Unique customer identifier (10000-14999)	10000
account_number	VARCHAR	Yes		Legacy account number — not currently used (NULL)	NULL
customer_type	CHAR	No	FK	FK → Customer_Type: P=Purchaser, S=Subscriber, N=Newsletter	P
name	VARCHAR	No		Full name of the customer (first and last)	Jessica Davis
gender	CHAR	No		Gender: M = Male, F = Female	M
email_address	VARCHAR	No		Customer email address	jessica.davis@domainname31
date_of_birth	DATE	No		Customer date of birth. Used to derive age group.	1978-09-13

Column Name	Data Type	Nullable	Key	Description	Sample Value
address1	VARCHAR	No		Primary street address line	96 StreetName224
address2	VARCHAR	No		Secondary address line (locality)	Address239
address3	VARCHAR	Yes		Additional address line — not currently used (NULL)	NULL
address4	VARCHAR	Yes		Additional address line — not currently used (NULL)	NULL
city	VARCHAR	No		City of residence	Sydney
state	CHAR	Yes	FK	Australian state code (FK → State). NULL for non-AU customers	NSW
zipcode	INT	No		Postcode / ZIP code of customer address	9279
country	CHAR	No		ISO 2-letter country code (e.g. AU, US, GB)	AU
phone_number	INT	No		Customer contact phone number	731262
occupation	VARCHAR	No	FK	FK → Occupation.occupation. Customer occupation label.	Occupation3
household_income	INT	No	FK	FK → House_Hold_Income.household_income_code	9
date_registered	DATE	No		Date the customer registered (2022-2025)	2022-07-29
status	CHAR	No	FK	FK → Customer_Status: A=Active, S=Suspended, C=Closed	A
permission	CHAR	No	FK	FK → Permission: A=ICE Group only, T=Third Party allowed	T
preferred_channel1	VARCHAR	No	FK	Primary preferred contact channel (FK → Channel)	Post
preferred_channel2	VARCHAR	No	FK	Secondary preferred contact channel (FK → Channel)	Telephone
interest1	VARCHAR	No	FK	Primary customer interest (FK → Interest)	Sport
interest2	VARCHAR	No	FK	Secondary customer interest (FK → Interest)	Church
interest3	VARCHAR	No	FK	Tertiary customer interest (FK → Interest)	Travel
created	DATE	No		Date customer record was created (= date_registered)	2022-07-29
last_updated	DATE	No		Date customer record was last updated	2025-11-16
Market	VARCHAR	No		ICE market segment: Victoria Rest of Australia International	Rest of Australia

Store [Sales System]

Contains all store locations — both physical (Mini Outlet, Full Outlet) and distribution centres. Stores are located across all 10 operating countries.

Keys: *store_number* (PK) | *region* (FK → *Region*) | *division* (FK → *Division*)

Column Name	Data Type	Nullable	Key	Description	Sample Value
store_number	INT	No	PK	Unique store identifier (1010-1509)	1010
store_name	VARCHAR	No		Name of the store (city + number)	Melbourne3
store_type	VARCHAR	No		Type: Mini Outlet Full Outlet Distribution Centre	Full Outlet
address1	VARCHAR	No		Primary street address	Street Name 203
address2	VARCHAR	No		Locality	Locality 591
address3	VARCHAR	No		District	District 933
address4	VARCHAR	Yes		Additional address line — not used (NULL)	NULL
city	VARCHAR	No		City where the store is located	Melbourne
state	CHAR	Yes	FK	Australian state code (FK → State). N/A for non-AU stores	VIC
zipcode	VARCHAR	No		Postcode / ZIP code of store	N7710R
country	CHAR	No		ISO 2-letter country code	AU
phone_number	VARCHAR	No		Store contact phone number	71-803163
web_site	VARCHAR	No		Store website URL	http://www.iceentertainment.com/Melbourne
region	VARCHAR	No	FK	Geographic region name (FK → Region.region_name)	Australia

Column Name	Data Type	Nullable	Key	Description	Sample Value
division	VARCHAR	No	FK	Division code: AAA EMEA (FK → Division)	AAA
created	DATE	No		Date store record was created (2022-2024)	2022-12-12
last_updated	DATE	No		Date store record was last updated	2023-09-05

Subscription [Sales System]

Records of customer subscriptions to ICE Entertainment packages. A customer can subscribe to a package for a set period via a chosen channel.

Keys: subscription_id (PK) | Customer_id (FK → Customer) | Store_Id (FK → Store) | Package_id (FK → Package)

Column Name	Data Type	Nullable	Key	Description	Sample Value
subscription_id	INT	No	PK	Unique subscription identifier	1
Customer_id	INT	No	FK	References Customer.customer_number	14814
Store_Id	INT	No	FK	References Store.store_number	1067
Package_id	INT	No	FK	References Package.Package_id	12
channel_id	INT	No		Delivery channel ID used for this subscription (1-9)	9
start_date	INT	No		Subscription start date in YYYYMMDD format	20231019
end_date	INT	No		Subscription end date in YYYYMMDD format	20250729
status	VARCHAR	No		Current status: Active Expired Cancelled	Active

Product [ERP System]

Master product catalogue. Contains all Music, Films, and Audio Books available at ICE Entertainment. Only Active (AC) products appear in order transactions.

Keys: product_code (PK) | product_type_code (FK → Product_Type)

Column Name	Data Type	Nullable	Key	Description	Sample Value
product_code	INT	No	PK	Unique product identifier	100000
name	VARCHAR	No		Full product name (artist_code + title)	DKI001 Midnight Mountain
description	VARCHAR	No		Full description including type code, format and name	AH DSD DKI001 Midnight Mountain
title	VARCHAR	No		Product title without artist code	Midnight Mountain
artist_code	VARCHAR	No		Unique artist/author identifier code (e.g. DKI001)	DKI001
product_type_code	CHAR	No	FK	References Product_Type.product_type_code (e.g. AA, BL)	AK
format	VARCHAR	No		Digital format: MP3, FLAC, MPEG-4, RA, M4B etc.	ALAC
unit_price	DECIMAL	No		Retail price per unit in original currency (USD)	0.90
unit_cost	DECIMAL	No		Cost price per unit. Used for margin calculation.	0.46
status	CHAR	No	FK	FK → Product_Status: AC=Active, IN=Inactive, QC=Quality Control, WD=Withdrawn	AC
created	DATETIME	No		Date/time product was added to catalogue (2022-2025)	2024-11-28 00:00:00
last_updated	DATETIME	No		Date/time product record was last modified	2026-01-24 00:00:00

Currency_Rate [ERP System]

Monthly exchange rates to convert non-USD currencies to USD. Covers January 2022 to March 2026. USD is the base currency and is not stored here (rate = 1.0 implicitly). Currencies covered: AUD, EUR, GBP, INR, JPY, ZAR, CNY.

Keys: *effective_date* + *currency_code* (composite key)

Column Name	Data Type	Nullable	Key	Description	Sample Value
effective_date	DATE	No		First day of the month the rate becomes effective	2022-01-01
currency_code	CHAR	No	FK	ISO 3-letter currency code (FK → Currency)	AUD
currency_rate	DECIMAL	No		Conversion rate to USD. Multiply local amount by this rate.	0.641865
created	DATE	No		Date this rate record was created	2021-12-26
last_updated	DATE	No		Date this rate record was last updated	2021-12-31

Currency [ERP System]

Master list of all ISO currency codes and their full names. Used to validate and label currency codes across the dataset.

Keys: *currency_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
currency_code	CHAR	No	PK	ISO 3-letter currency code (e.g. AUD, USD, GBP)	AUD
currency_name	VARCHAR	No		Full currency name including country (e.g. Australia, Dollars)	Australia, Dollars

Package [Sales System]

Subscription packages available to customers. Packages vary by type (General Mix, Specific Mix, Together etc.) and price.

Keys: *Package_id* (PK) | *package_type* (FK → *Package_Type*)

Column Name	Data Type	Nullable	Key	Description	Sample Value
Package_id	INT	No	PK	Unique package identifier	1
name	VARCHAR	No		Short package name (e.g. Basic, Premium, Ultra)	Basic
description	VARCHAR	No		Full description of what the package includes	Download any 50 items a month
package_type	CHAR	No	FK	FK → <i>Package_Type.package_type_code</i>	GM
package_price	DECIMAL	No		Monthly subscription price in USD	19.99

Package_Type [Sales System]

Lookup table for package type codes used in the Package table.

Keys: *package_type_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
package_type_code	CHAR	No	PK	Code: GM=General Mix, SM=Specific Mix, ST=Single Type, TG=Together, RT=Retention, TP=Trial/Promo	GM
package_type	VARCHAR	No		Full description of the package type	General Mix

Product_Type [ERP System]

Defines the specific type of each product within its category. Maps to Product_Category (Music, Films, Audio Books).

Keys: *product_type_code* (PK) | *product_category* (FK → *Product_Category*)

Column Name	Data Type	Nullable	Key	Description	Sample Value
product_type_code	CHAR	No	PK	Two-letter code identifying the product type (e.g. AA=Classical Music, BL=Adventure Books)	AA
product_type	VARCHAR	No		Full name of the product type	Classical Music
product_category	VARCHAR	No	FK	FK → Product_Category: Music Films Audio Books	Music

Product_Category [ERP System]

Top-level product categories: Music, Films, and Audio Books.

Keys: *product_category* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
product_category	VARCHAR	No	PK	Category name: Music Films Audio Books	Music
description	VARCHAR	No		Description of what the category includes	Including cultural, a capella and spoken word

Product_Status [ERP System]

Lookup table for product status codes used in the Product table.

Keys: *product_status_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
product_status_code	CHAR	No	PK	Status code: AC=Active, IN=Inactive, QC=Quality Control, WD=Withdrawn	AC
product_status	VARCHAR	No		Full status description	Active

Channel [Sales System]

Communication channels available for customer contact and subscription delivery.

Keys: *name* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
name	VARCHAR	No	PK	Channel name (e.g. Email, Post, Telephone, RSS)	Email
description	VARCHAR	No		Description of the channel	HTML based email
start_date	DATE	No		Date the channel became available	2001-03-02
end_date	DATE	Yes		Date the channel was suspended (NULL if still active)	NULL
status	VARCHAR	No		Current status: Active Suspended	Active

Customer_Status [Sales System]

Lookup table for customer account status codes.

Keys: *customer_status_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
customer_status_code	CHAR	No	PK	Status code: A=Active, S=Suspended, C=Closed, OH=On Hold	A
description	VARCHAR	No		Full description of the status	Active

Customer_Type [Sales System]

Lookup table for customer type codes.

Keys: *customer_type_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
customer_type_code	CHAR	No	PK	Type code: P=Purchaser, S=Subscriber, N=Newsletter	P
description	VARCHAR	No		Full description of the customer type	Purchaser

Division [Sales System]

Top-level geographic division groupings used to organise store regions.

Keys: *division_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
division_code	CHAR	No	PK	Division code: AAA=America/Asia/Australia, EMEA=Europe/Middle East/Africa, O=Online	AAA
division_name	VARCHAR	No		Full name of the division	America, Asia and Australia

Region [Sales System]

Geographic regions that stores are assigned to. Each region belongs to a Division.

Keys: *region_code* (PK) | *division_code* (FK → Division)

Column Name	Data Type	Nullable	Key	Description	Sample Value
region_code	CHAR	No	PK	Short code identifying the region (e.g. AU, UK, DE)	AU
region_name	VARCHAR	No		Full region name (e.g. Australia, Germany, United Kingdom)	Australia
division_code	CHAR	No	FK	References Division.division_code	AAA

State [Sales System]

Australian states and territories. Used to populate the state column in Customer and Store for Australian records.

Keys: *state_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
state_code	CHAR	No	PK	Australian state/territory code (e.g. VIC, NSW, QLD)	VIC
state_name	VARCHAR	No		Full name of the state or territory	Victoria
formal_name	VARCHAR	No		Formal official name	State of Victoria
admission_to_statehood	INT	No		Year admitted to statehood / established	1851
population	INT	No		Approximate current population	6680000
capital	VARCHAR	No		Capital city of the state	Melbourne
largest_city	VARCHAR	No		Largest city in the state	Melbourne

Interest [Sales System]

Customer interest categories used to profile customers. Each customer has up to three interests recorded.

Keys: *interest* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
interest	VARCHAR	No	PK	Interest name (e.g. Adventure, Jazz, Cooking)	Adventure
description	VARCHAR	No		Description of the interest	Interest in adventure or sport (active)
interest_group	VARCHAR	No		Grouping of interest (e.g. Active, Classy, Business)	Active
associated_product_type	VARCHAR	No		Product type most associated with this interest	Action Films
related_interest	VARCHAR	No		Related complementary interest	Sport

Occupation [Sales System]

Lookup table for customer occupation codes and categories.

Keys: *occupation_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
occupation_code	INT	No	PK	Numeric occupation code (0-100)	0
occupation	VARCHAR	No		Occupation label (e.g. Occupation0)	Occupation0
description	VARCHAR	No		Description of the occupation	Description for Occupation 0
category	VARCHAR	No		Occupation category grouping	Category3

House_Hold_Income [Sales System]

Household income bands used to segment customers by income level. All values in USD per year.

Keys: *household_income_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
household_income_code	INT	No	PK	Income band code (1-11)	1
lower_limit	DECIMAL	No		Lower bound of income band (USD per year)	0.00
upper_limit	INT	No		Upper bound of income band (USD per year)	10000
description	VARCHAR	No		Human-readable income range label	<= USD 10k per year

Permission [Sales System]

Marketing permission levels granted by customers — controls who can contact them.

Keys: *permission_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
permission_code	CHAR	No	PK	Code: A=ICE Group only, T=Third Party allowed	A
description	VARCHAR	No		Full description of the permission level	ICT Entertainment Group

Address_Type [Sales System]

Lookup for address type classification.

Keys: *address_type_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
address_type_code	CHAR	No	PK	Code: H=Home, W=Work	H
address_type	VARCHAR	No		Address type label	Home
description	VARCHAR	No		Description of address type	Home Address

Email_Address_Type [Sales System]

Lookup for email address type classification.

Keys: *email_address_type_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
email_address_type_code	CHAR	No	PK	Code: H=Home, W=Work	H
email_address_type	VARCHAR	No		Email type label	Home

Column Name	Data Type	Nullable	Key	Description	Sample Value
description	VARCHAR	No		Description of email type	Home Email Address

Phone_Number_Type [Sales System]

Lookup for phone number type classification.

Keys: *phone_number_type_code* (PK)

Column Name	Data Type	Nullable	Key	Description	Sample Value
phone_number_type_code	CHAR	No	PK	Code: H=Home, W=Work	H
phone_number_type	VARCHAR	No		Phone type label	Home
description	VARCHAR	No		Description of phone type	Home Phone Number