

## COMMERCIAL INFORMATION SPACE

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### **Data Request**

The following table summarizes the data required to build the Commercial Information Space. The data must be properly formatted and in the order indicated in the table.

ID	Name	Data Type	Req/Optional	Description	Notes
Column 1	Date <sup>1</sup>	datetime	Required	a standard date	Valid date formats include: mm/dd/yyyy; m/d/yy; mm/dd/yyyy hh:mm:ss yyyy/mm/dd hh:mm:ss
Column 2	dim1_lev1	varchar(50)	Required	dimension 1 key field	see note on dimensions included below
Column 3	dim1_lev2	varchar(50)	Required	dimension 1 grouping	see note on dimensions included below
Column 4	dim1_lev3	varchar(50)	Required	dimension 1 grouping	see note on dimensions included below
Column 5	dim2_lev1	varchar(50)	Required	dimension 2 key field	see note on dimensions included below
Column 6	dim2_lev2	varchar(50)	Required	dimension 2 grouping	see note on dimensions included below
Column 7	dim2_lev3	varchar(50)	Required	dimension 2 grouping	see note on dimensions included below
Column 8	Sale	float	Required	gross sales value	Should be equal to Qty * Price.
Column 9	Qty	float	Required	quantity of item sold	Number of items.
Column 10	Price	float	Required	price of item sold	Per unit sale price.
Column 11	COS	float	Required	cost of item sold	Typically used to record standard costs in mfg environment or acquisition cost in retail environments.
Column 12	NetFreight	float	Optional	freight on item sold	Freight costs traceable to transaction. In the absence of directly traceable costs, field can be based on allocation.
Column 13	DiscAllow	float	Optional	discount on item sold	Used for Net Sales calculations. If field is omitted Net Sales = Gross Sales.
Column 14	OtherCosts	float	Optional	other costs associated with item sold	Ideal field for allocated costs such as indirect overhead or SG&A.
Column 15	Currency	varchar(5)	Required	currency of transactions	Used for chart labels. All data must be in the same currency.

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<sup>1</sup> Commercial Information Space is a monthly analysis tool. In order to keep upload data sets as small as possible, it is best to aggregate data by month before upload.

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Note on Dimensions:

### HIERARCHIES

Drill-down interactive charts rely on dimension information to create data hierarchies. The diagrams below show some common commercial dimensions and maps them to the terms used in the data request table above:

**Symmetrical Hierarchies** – members in lower level map to a member in higher level  
Most dimensions will have this type of hierarchy.

Examples:

**RETAIL CHAIN STORE DIMENSION:** [a store can only be in one city and a city can only be in one state]  
**Level 3:**State » **Level 2:**City » **Level 1:**StoreNumber

**PRODUCT DIMENSION:** [an item can only be in one item group and an item group can only be in one item family]  
**Level 3:**ItemFamily » **Level 2:**ItemGroup » **Level 1:**ItemNumber

**CUSTOMER DIMENSION:** [a customer can only be in one channel but a channel may be in multiple regions]  
**Level 3:**Region » **Level 2:**Channel » **Level 1:**CustNumber

**Assymetrical Hierarchies** – members in lower level may not map to members next higher level

Examples:

**RETAIL CHAIN STORE DIMENSION:** [a store can only be in one city and a city can only be in one state]  
**Level 3:**State » **Level 2:**City » **Level 1:**StoreNumber

State	City	StoreNumber
NULL	Washington DC	14

In this case, the *Null* value of the State level should be replaced with a value such as Other.

### NAMING CONVENTIONS:

For best results vis-à-vis chart labeling, the dimensions should be given a two part name. Part one should be 4 characters long and describe the name of the type of dimension. Part two can be of variable length and should describe the specific level of the dimension.

Examples:

**RETAIL CHAIN STORE DIMENSION:**  
**Level 3:**StorState  
**Level 2:**StorCity  
**Level 1:**StorNumber

**PRODUCT DIMENSION:**  
**Level 3:**ItemFamily  
**Level 2:**ItemGroup  
**Level 1:**ItemNumber

**CUSTOMER DIMENSION:**  
**Level 3:**CustRegion  
**Level 2:**CustChannel  
**Level 1:**CustNumber

**SELLING ORGANIZATION DIMENSION:**  
**Level 3:**SaleRegion  
**Level 2:**SaleManager  
**Level 1:**SaleRepresentative