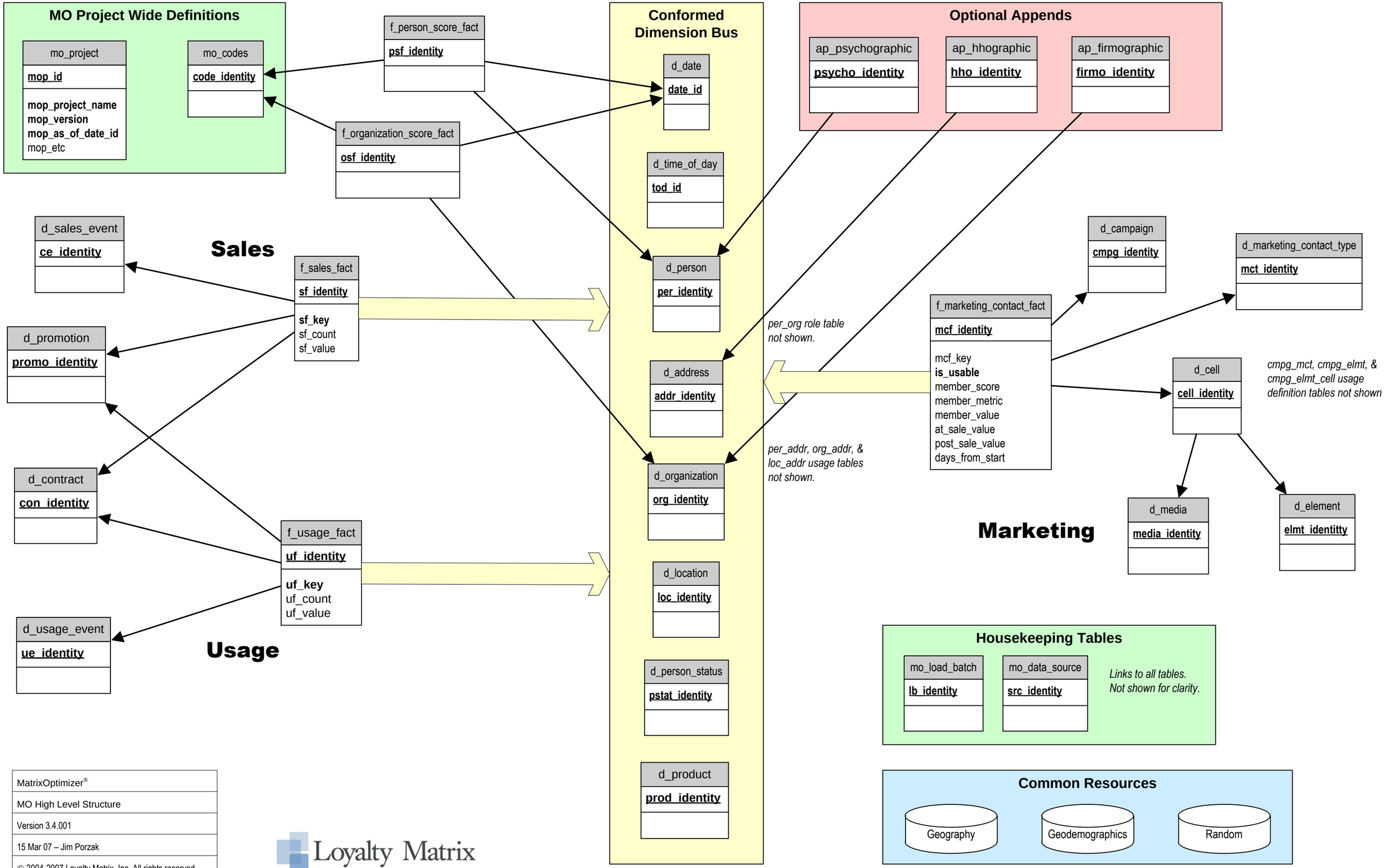
MO Project Wide Definitions
mo_project
mop_id
mop_project_name
mop_version
mop_as_of_date_id
mop_etc
mo_codes
code_identity
f_person_score_fact
psf_identity
f_organization_score_fact
osf_identity
Conformed Dimension Bus
d_date
date_id
d_time_of_day
tod_id
d_person
per_identity
d_address
addr_identity
d_organization
org_identity
d_location
loc_identity
d_person_status
pstat_identity
d_product
prod_identity
Optional Appends
ap_psychographic
psycho_identity
ap_hhographic
hho_identity
ap_firmographic
firmo_identity
d_sales_event
ce_identity
Sales
f_sales_fact
sf_identity
sf_key
sf_count
sf_value
d_promotion
promo_identity
d_contract
con_identity
f_usage_fact
uf_identity
uf_key
uf_count
uf_value
d_usage_event
ue_identity
Usage
per_org role table not shown.
per_addr, org_addr, & loc_addr usage tables not shown.
f_marketing_contact_fact
mcf_identity
mcf_key
is_usable
member_score
member_metric
member_value
at_sale_value
post_sale_value
days_from_start
d_campaign
cmpg_identity
d_marketing_contact_type
mct_identity
d_cell
cell_identity
cmpg_mct, cmpg_elmt, & cmpg_elmt_cell usage definition tables not shown
d_media
media_identity
d_element
elmt_identitty
Marketing
Housekeeping Tables
mo_load_batch
lb_identity
mo_data_source
src_identity
Links to all tables. Not shown for clarity.
Common Resources
Geography
Geodemographics
Random
MatrixOptimizer®
MO High Level Structure
Version 3.4.001
15 Mar 07 – Jim Porzak
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