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iWD Data Mart Reference Guide

CUSTOMER_SEGMENT Dimension

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CUSTOMER_SEGMENT Dimension

A customer segment is an **extended iWD attribute** that further describes a customer. Customer segments are normally set by the source system that is submitting the task. A segment often represents the value of the client to the enterprise for example, gold, silver, or bronze.

The CUSTOMER_SEGMENT Dimension

Field	Data Type	Description
CUSTOMER_SEGMENT_KEY	int	Primary key of this table.
CUSTOMER_SEGMENT_NAME	varchar(64)	Descriptive name of the customer segment.
CREATED_ETL_AUDIT_KEY	int	Key to the ETL_AUDIT dimension , identifying the ETL job that created this record.
UPDATED_ETL_AUDIT_KEY	int	Key to the ETL_AUDIT dimension , identifying the ETL job that last updated this record.