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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 <b>ETL_AUDIT dimension</b> , identifying the ETL job that created this record.      |
| UPDATED_ETL_AUDIT_KEY | int         | Key to the <b>ETL_AUDIT dimension</b> , identifying the ETL job that last updated this record. |