

The Data Dictionary page provides a list of fields available in your Ascent360 Platform. The Data Dictionary also provides a visualization of how well populated your available fields are.

If you are looking for information on making edits on the Data Dictionary page, please see [Data Dictionary \(For Administrators\)](#)

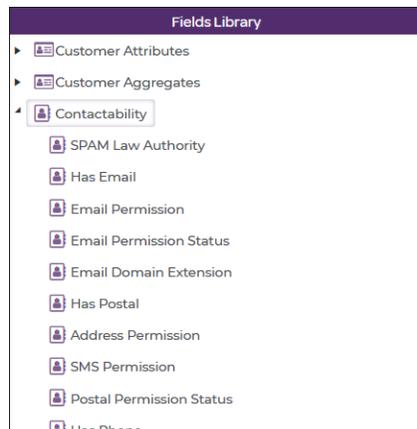
Database Insights > Data > Data Dictionary

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Category Name

This is the category that the field shows in, which appears as a folder in the **Audience Selector** fields library and in the Campaign output fields.



AS360 Alias Name

This is the name the field appears as in all areas of the Platform.

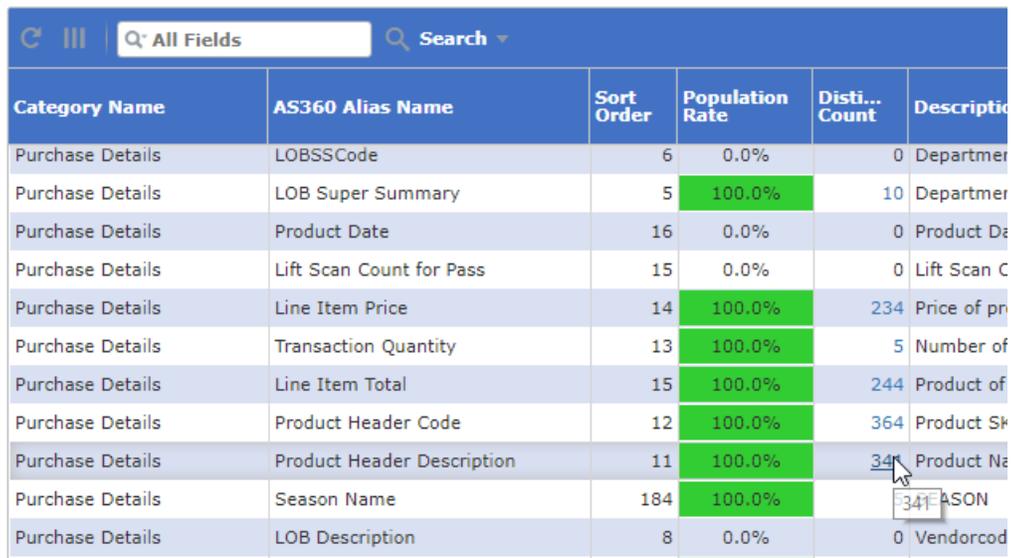
Sort Order

This is the order the field appears in (within its category) inside **Audience Selector's** Fields Library and the BI tool.

Population Rate

This shows how well populated the field is. If you see a low population rate, using the field for segmentation may lead to low audience counts. Population rate can also tell you what kind of data is *missing* from your Platform. If you find that you are missing certain types of data, consider creating opportunities to collect this data or reach out the Ascent360 Help Desk for guidance.

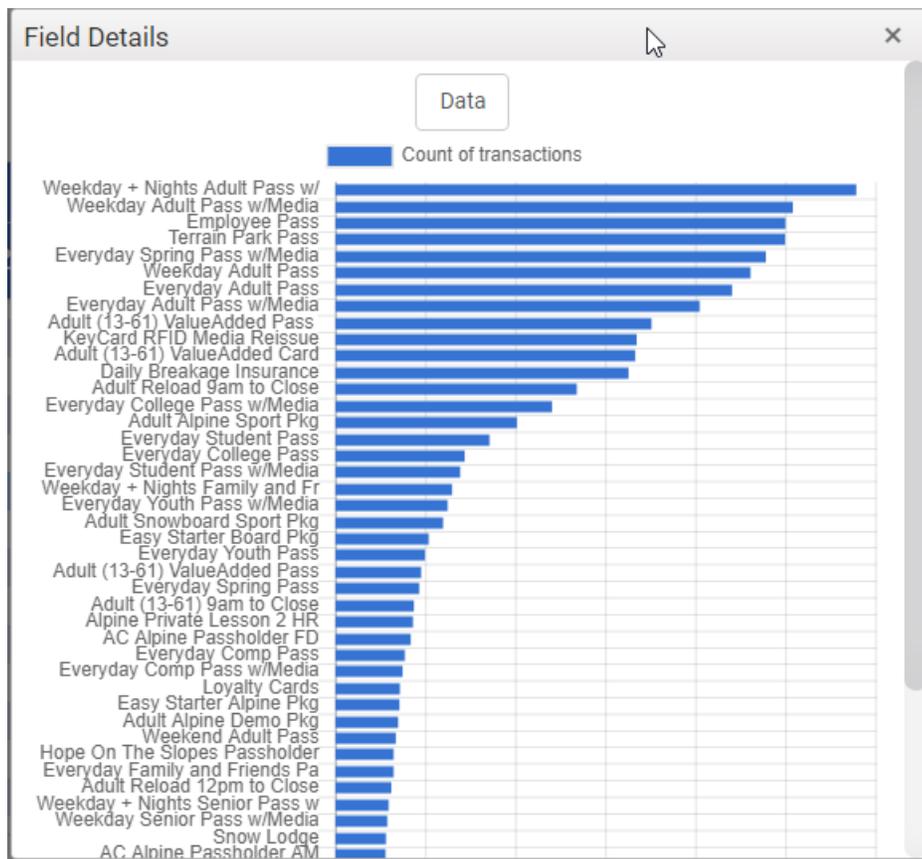
Distinct Count Drill Down Report



The screenshot shows a table interface with a search bar at the top. The search bar contains the text "All Fields" and a search icon. Below the search bar is a table with the following columns: Category Name, AS360 Alias Name, Sort Order, Population Rate, Distinct Count, and Description. The table contains 12 rows of data. The Population Rate column is highlighted in green for rows where the rate is 100.0%. The Distinct Count column is highlighted in blue for rows where the count is greater than 0. A mouse cursor is hovering over the Distinct Count value of 341 for the row with AS360 Alias Name "Season Name".

Category Name	AS360 Alias Name	Sort Order	Population Rate	Disti... Count	Description
Purchase Details	LOBSSCode	6	0.0%	0	Departmer
Purchase Details	LOB Super Summary	5	100.0%	10	Departmer
Purchase Details	Product Date	16	0.0%	0	Product Da
Purchase Details	Lift Scan Count for Pass	15	0.0%	0	Lift Scan C
Purchase Details	Line Item Price	14	100.0%	234	Price of pr
Purchase Details	Transaction Quantity	13	100.0%	5	Number of
Purchase Details	Line Item Total	15	100.0%	244	Product of
Purchase Details	Product Header Code	12	100.0%	364	Product SK
Purchase Details	Product Header Description	11	100.0%	34	Product Na
Purchase Details	Season Name	184	100.0%	341	ASON
Purchase Details	LOB Description	8	0.0%	0	Vendorcod

Click on the Distinct Count value to open the field drill down report.



The field drill down report shows the number of transactions or individuals (depending on the categorization of the field) who are assigned each value. This can help determine which selections will get you the largest segment in **Audience Selector**.

Field Details ×

Chart 

Field Name	Value	Count
Product Header Description	Weekday + Nights Adult Pass w/	1,158
Product Header Description	Weekday Adult Pass w/Media	1,017
Product Header Description	Employee Pass	1,001
Product Header Description	Terrain Park Pass	1,000
Product Header Description	Everyday Spring Pass w/Media	957
Product Header Description	Weekday Adult Pass	923
Product Header Description	Everyday Adult Pass	882
Product Header Description	Everyday Adult Pass w/Media	810
Product Header Description	Adult (13-61) ValueAdded Pass	703
Product Header Description	KeyCard RFID Media Reissue	670
Product Header Description	Adult (13-61) ValueAdded Card	667
Product Header Description	Daily Breakage Insurance	652
Product Header Description	Adult Breakage Insurance	587

Click the "Data" button to show the data as a table rather than a bar chart.

Field Description

This field provides a description of the type of data the field contains.

"Show" Fields

These fields (Show in Audience Selector, Show in Mail Output, Show in Email Output, Show in BI View) display where the field is available for use. If you'd like to use a field in **Audience Selector** but it is set to "No" for that field, reach out to your CSM or the Ascent360 Help Desk to update the field's visibility.

Schedule Refresh

Your data dictionary is refreshed every Sunday to recalculate the populate rates, distinct counts and add any new fields. However, you can schedule a refresh at any time by clicking the "Schedule Refresh" button in the upper right corner.

Boulder Mountain Resort

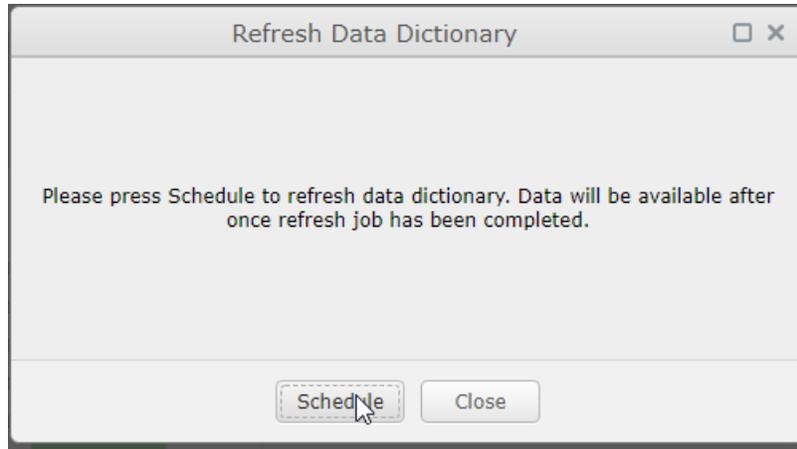
Data Dictionary

Schedule Refresh

Counts Last Refreshed: 08/21/2019 04:42 PM

Category Name	AS360 Alias Name	Sort Order	Population Rate	Disti... Count	Description	Show In Audience Selector	Show In Mail Output	Show In Email Output	Show In BI View
Purchase Details	LOBSSCode	6	0.0%	0	Department Code	Yes	Yes	No	Yes
Purchase Details	LOB Super Summary	5	100.0%	10	Department Name	Yes	Yes	No	Yes
Purchase Details	Product Date	16	0.0%	0	Product Date	Yes	Yes	No	Yes
Purchase Details	Life Span Count for Desc	15	0.0%	0	Life Span Count for Desc	Yes	Yes	No	Yes

After clicking the "Schedule Refresh" button, a dialog will open to allow you to schedule a refresh of your data dictionary.



If your data dictionary has been refreshed in the last 24 hours, you will not be allowed to refresh it again. The dialog box will tell you when you will be allowed to schedule your next refresh