Person Data Set

Last Updated: Wednesday, June 19, 2019

This data set contains all person meta data of the company's account.

How much data is retained?

This data set will contain all persons created in the Vibes Platform associated with the company's account.

What data is included?

Column Name	Type	Null able	Def ault	Comment
AREACODE_STATE	VARCHAR (255)	TRUE	NULL	The last known state correlated with the area code of the mobile phone number of the individual
CARRIER_CODE	NUMBER (38,0)	TRUE	NULL	The carrier code indicating specific carrier of the individuals mobile phone number. See Appendix - Carrier Codes for all valid carriers.
TENANT_UID	NUMBER (38,0)	TRUE	NULL	Vibes ID used to identify a tenant that is associated with the individual
COUNTRY_CODE	VARCHAR (255)	TRUE	NULL	The last known country code of the mobile phone number
CUSTOM_FIELDS_J SON	JSON	TRUE	NULL	This is a JSON field that contains all custom field data associated with an individual
DW_CREATED_AT	TIMESTAMP _TZ(9)	TRUE	NULL	The date timestamp that indicates when the row was created in Vibes data warehouse. The time zone is central time for North America customers and UTC for European Customers
PHONE_NUMBER_E 164_FORMAT	VARCHAR (255)	TRUE	NULL	The mobile phone number of the individual that also includes country code
EXTERNAL_PERSO N_ID	VARCHAR (16777216)	TRUE	NULL	An individual specific identifier that is set by the company
PERSON_UID	VARCHAR (40)	TRUE	NULL	Vibes UID for the individual
PHONE_NUMBER	VARCHAR (255)	TRUE	NULL	The mobile phone number of the individual
TIMEZONE	VARCHAR (16777216)	TRUE	NULL	The last known time zone of the individual

> ⓘ *A person is created whenever a mobile phone number interacts with the short code, regardless of whether they subscribed or not. It is typical to see far more person records than subscriptions.*

What are some sample queries to pull this data?

```
-- A query that will pull all persons and some attributes

SELECT
PERSON_UID
,EXTERNAL_PERSON_ID
,PHONE_NUMBER
,CARRIER_CODE
FROM PERSON_DATA

-- A query that will custom field information from individuals
SELECT
CUSTOM_FIELDS_JSON:FIRST_NAME::STRING
FROM PERSON_DATA
WHERE CAST(dw_created_at AS DATE) >= DATEADD(day, -1, cast(CURRENT_DATE() AS DATE)
AND CAST(dw_created_at AS DATE) < CAST(CURRENT_DATE() AS DATE)
```