

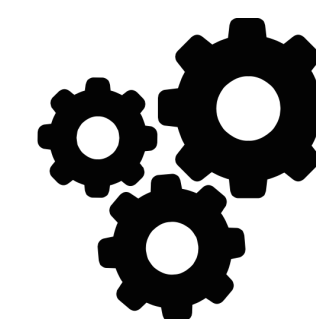
# When



When does it happen?  
What other related dates/times are know/fixed at this time?

- Date
- Time
- Time Zone
- Period
- Timeline: Event Milestones: Fixed, Variable, Repeatable/Recurring

# How

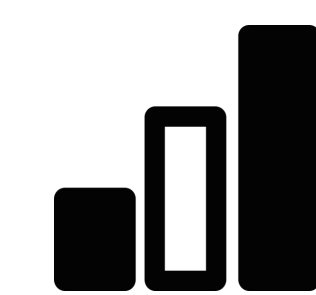


How (exactly) does it happen?  
How do we know it happened?  
How do we uniquely identify each event?

- Verb, Activity, Process, Event
- Effect, Outcome, Status
- Transaction Type
- Transaction #, Event ID [Degenerate Dimension]
- Step/Sequence #

[Granularity, Event Type: Discrete, Evolving, or Recurring]

# How Many

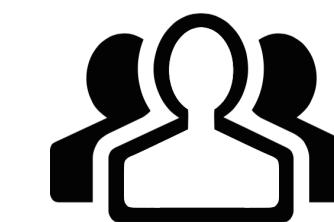


How many/much is involved? How long does it take?

- Quantities
- Revenues
- Costs
- Discounts/Deltas
- Balances
- Activity/Status Counts
- Durations
- Measure/KPI Formulas

[UoM, Fact Type: Fully Additive, Semi-Additive, Non-Additive]

# Who



Who does what? How do we organize them?  
How do they change? Who else is involved?

- Subject/Object
- Customer: Business, Consumer, Segment
- Employee
- Supplier
- Partner
- Third Party

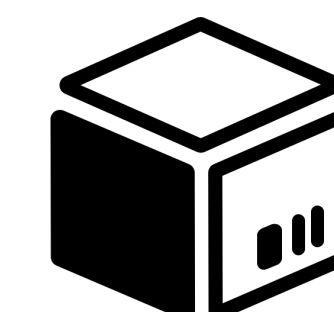
# Where



Where does it happen? Where does it refer to?

- Subject/Object
- Location
- Branch, Store, Facility
- Channel
- URL
- Map/Sequence: First → Previous → Current → Next → Last

# What



What is involved/used? How are they organized?  
How do they change?

- Subject/Object
- Value Proposition
- Product
- Service
- Resource
- Item

# Why

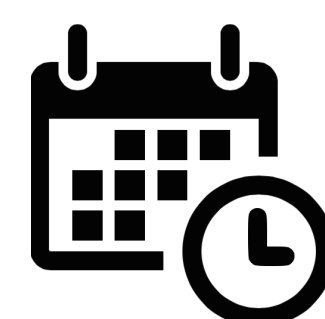


Why does it happen? Why do quantities vary?

- Cause, Reason
- Trigger Event ID
- Promotion
- Quantity Descriptions



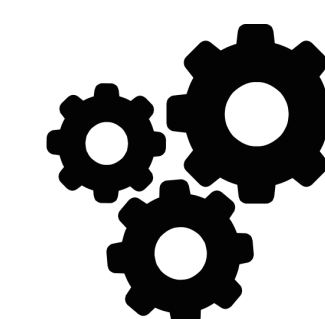
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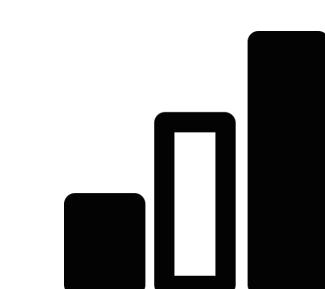


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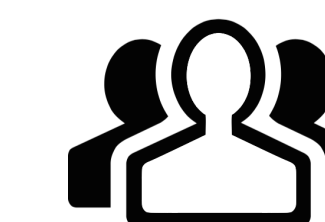


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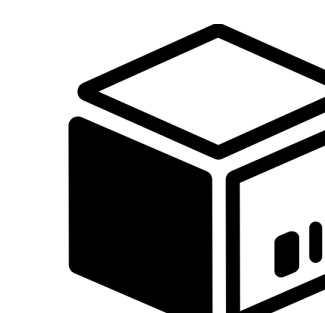
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