

Nielsen1 Dataset Entity Relationships Diagram

Entity Relationship Diagram

The below entity relationship diagram shows the tables and columns for the Nielsen1 dataset. The Nielsen1 database has four sales area market keys:

- 2 - East Census Trading Area (TA) FACT_Mkt2
- 4 - West Census TA FACT_Mkt4
- 5 - South Census TA FACT_Mkt5
- 8 - Total Census TA FACT_Mkt8

The below ERD is specific to the Mkt2 sales area, but the other three markets have identical ERDs.

