culture

Last updated by | Jensen, Morten Tranholm | 10. jul. 2025 at 15.46 CEST

Culture data Schema

The Culture Data Schema is designed to capture data related to cultural venues such as concert halls and theatres. While there are similarities between culture partners and attraction partners (as defined in the Attraction Data Schema), a key distinction lies in the nature of ticketing: for culture partners, tickets are typically booked for specific seats, tied to a particular event and show number.

The schema includes several interconnected tables, as outlined below:

- Ticket Transactions: Each record represents a ticket linked to an order. Tickets are associated with a specific event and show, and include detailed seat bookings.
- Customer Information: Each ticket is linked to a customer object, which contains attributes such as customer country and postal code.
- Events Table: This table holds metadata about events, including show capacity, event category, and other relevant details.

The schema clearly distinguishes between required and optional fields. Required fields are either essential for benchmark calculations or hold significant value for analytical purposes.

Culture Schema Tables

Ticket transactions

Each record in the table represent a ticket. A ticket is linked to an order and multiple tickets can be linked to the same order. Data can either be structured as a single object or as an order with an array of items/tickets.


```
{
    "transactions": [
        {
            "CustomerId": 4492,
            "BookingDate": "2024-09-12T02:00:00",
            "ModifiedDate": "2024-09-12T02:00:00",
            "TicketId": 32451863,
            "OrderId": 3288132,
            "EventId": 43062,
            "ShowId": 43062,
            "TicketName": "Voksenbillet",
            "TicketType": "Voksen",
            "Cancelled": false,
            "TicketCount": 1,
            "Online": false,
            "Scanned": false,
            "Price": 0.0000,
            "Section": "Ståplads",
            "Row": "-",
            "Seat": "-"
        }
    ]
}
```

Field	Data type	Definition	Required
CustomerId	integer/guid	Unique customer identifier	Yes
BookingDate	DateTime	The Date the ticket was ordered/purchased. Formatted as yyyy-MM-ddThh:mm:ss	Yes
ModifiedDate	DateTime	The date the ticket transaction was modified. Formatted as Formatted as yyyy-MM-ddThh:mm:ss	No
TicketId	integer/guid	Unique row identifier	Yes
OrderId	integer/guid	Order ID, multiple tickets can be linked to the same OrderId	Yes
EventId	integer/guid	Event identifier. Key to the events table	Yes
ShowId	integer	Show identifier. Might be used as part of a concatenated key to the events table. An event can have multiple shows.	No
TicketName	string	The name of the ticket	Yes
TicketType	struct	Ticket type as adult, kid etc.	Yes
Cancelled	boolean	Flag to indicate if the ticket has been cancelled	Yes
TicketCount	integer	Number of tickets purchased	No
Online	boolean	Flag to indicate id the ticket is purchased online	No
Scanned	boolean	Flag to indicate wether the ticket has been used or if the customer is a no-show.	No
Price	float	The amount paid for the ticket in DKK including VAT	Yes
Section	string	The section the ticket	No
Row	integer	Ticket row	Yes
Seat	integer	Ticket seat number	Yes

The field ticket type should ideally include the categories as below or a business logic to map tickets to these categories.

TicketType
Adult/voksen
Young under 25 years

Customers

A list of customers. Includes customer information as country and postal code.


```
{
"customers": [
            {
                "CustomerId": 544226,
                "Gender": 2,
                "AgeGroup": "",
                "ZipCode": 6510,
                "City": "Gram",
                "CountryCode": "DK"
            }
        ]
}
```


Field	Data type	Definition	Required
CustomerId	integer/guid	Unique customer identifier	Yes
Gender	struct	Customer gender	Yes
AgeGroup	struct	The age or agegroup of the customer. Will be converted to an age-group.	No
ZipCode	integer	Customer Postal code	Yes
City	string	City of origin	No
CountryCode	string	Countrycode formattes as ISO 2 country codes, i.e. DK	Yes

The field gender can have the following values.

Gender
Male
Female
Undefined

The field age group can have the following values. If an exact age or date of birth is provided the value will be converted to an age group per the age group intervals defined in the table below.

AgeGroup
Under 25
25-35
36-45
46-55
46-55
56-65
over 65

Events

Each record represents an individual show linked to an event. Alternatively return an array of shows linked to a specific event.


```
{
    "events": [
        {
            "EventId": 17299,
            "EventName": "",
            "Venue": "Godset",
            "VenuePostalCode": "2300",
            "VenueCity": "Copenhagen",
            "Categories": [],
            "ShowId": "Rock´In House",
            "ShowStartDate": "2024-09-12T20:00:00",
            "ShowEndDate": "2024-09-12T22:00:00",
            "ShowCapacity": 200,
    }
    ]
}
```

Field	Data type	Definition	Required
EventId	integer/guid	Unique event identifier	Yes
EventName	string	The name of the event	Yes
Venue	string	The venue or location, where the event takes place	Yes
VenuePostalCode	integer	PostalCode of the venue	Yes
VenueCity	string	The city, where the event takes place	Yes
Categories	string[]	A list of categories (one or more) that describes the event. Could be categories as blues, rock, pop etc.	No
ShowId	integer	Unique show identifier.	Yes
ShowStartDate	DateTime	The startdate and time of the show. Formatted as yyyy-MM-ddThh:mm:ss	Yes
ShowEndDate	DateTime	The enddate and time of the show. Formatted as yyyy-MM-ddThh:mm:ss	Yes
ShowCapacity	integer	The capacity of the show.	Yes

Definitions and Business Logic