



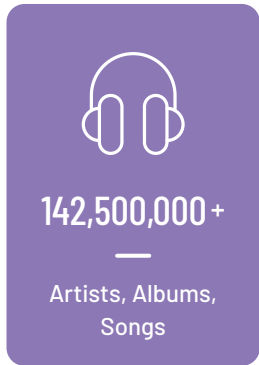
QLOO DATA DICTIONARY

SELECTED PROPERTIES, FIELDS AND PROPRIETARY TAXONOMY

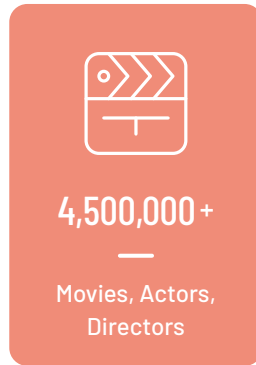
Q1 2023

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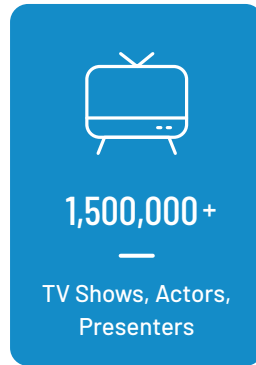
TOP LEVEL CULTURAL DOMAIN COVERAGE



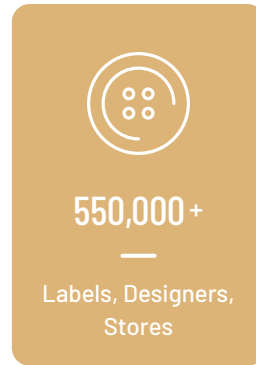
Music



Film



TV



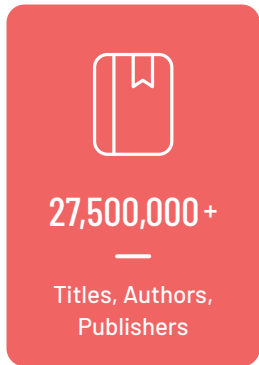
Fashion



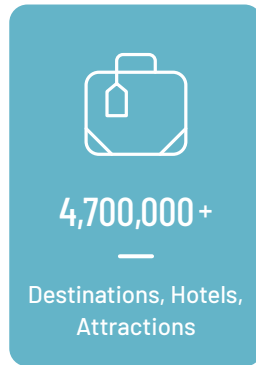
Dining



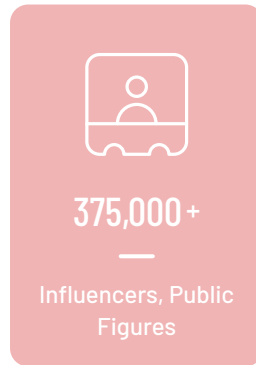
Nightlife



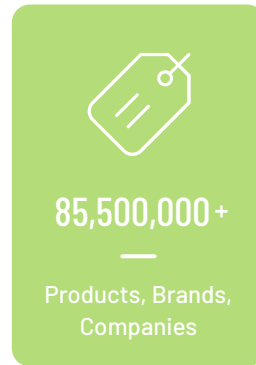
Books



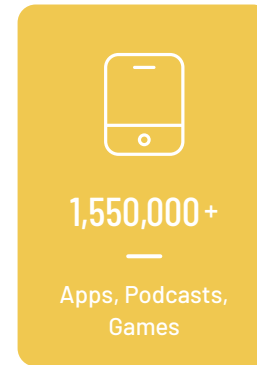
Travel



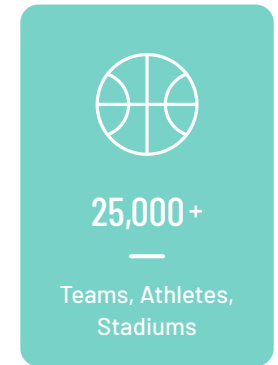
People



Products



Media



Sports

PRIMARY ENTITY FIELDS

	Code	Title	Description	Data Format	Example
1	EF_001	entity.title	Proper Name of Entity	String	John Coltrane
2	EF_002	entity.aliases	Other common variants of Entity Names	String Array	Contact api@qloo.com for samples
3	EF_003	entity.unique_ID	Unique Qloo ID for entity	UUID	28FBD447-6D6E-4AC5-B12B-23571311FBEE
4	EF_004	entity.type	Top-level entity type	String	Person
5	EF_005	entity.category	Parental Category for Entity	String	Music Artist
6	EF_006	entity.subcategory	Subcategories for Entity	Dictionary Array	Modal Jazz
7	EF_007	entity.details	All core properties and details pertaining to entity (available fields vary depending on domain)	Dictionary Array	Contact api@qloo.com for samples
8	EF_008	entity.disambiguation_1	Primary Disambiguation field for entity	Various	Contact api@qloo.com for samples
9	EF_009	entity.disambiguation_2	Secondary Disambiguation field for entity	Various	Contact api@qloo.com for samples
10	EF_010	entity.disambiguation_3	Third Disambiguation field for entity	Various	Contact api@qloo.com for samples
11	EF_011	entity.correlations_entities	Item-Item Correlations for Entity (available in every domain and subcategory)	Dictionary Array	Contact api@qloo.com for samples
12	EF_012	entity.correlations_genres	Genre-Item Correlations for Entity (available in every domain and subcategory)	Dictionary Array	Contact api@qloo.com for samples
13	EF_013	entity.sentiment.overall	Aggregate sentiment towards entity	Decimal	0.733
14	EF_014	entity.popularity.overall	Aggregate popularity index for entity	Decimal	0.426
15	EF_015	entity.obscurity.overall	Aggregate obscurity/novelty index for entity	Decimal	0.574

ENTITY CROSSWALK

	Code	Title	Description	Data Format	Example
1	CW_001	books.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
2	CW_002	consumer_products.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
3	CW_003	dining.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
4	CW_004	fashion.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
5	CW_005	film.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
6	CW_006	hospitality.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
7	CW_007	media.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
8	CW_008	music.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
9	CW_009	nightlife.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
10	CW_010	people.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
11	CW_011	sports.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
12	CW_012	travel.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
13	CW_013	tv.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples
14	CW_014	geolocation.crosswalk	Qloo Entity identifier linking 1:many across major datasets	Dictionary	Contact api@qloo.com for samples

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PRIMARY METADATA FIELDS

	Code	Title	Description	Data Format	Example
1	MD_001	metadata.title	Proper Name of metadata field / tag	String	Avant-garde Jazz Saxophonists
2	MD_002	metadata.aliases	Other common variants of Entity Names	String Array	Contact api@qloo.com for samples
3	MD_003	metadata.unique_ID	Unique Qloo ID for metadata property	UUID	2fa98c6e-4cb2-4b44-8bee-f12fbadb6d78
4	MD_004	metadata.category	Top Level Category for Metadata / Tag	String	Music
5	MD_005	metadata.parental	Parental category for Metadata / Tag	String	Jazz
6	MD_006	metadata.correlations_entities	Item-Item Correlations for Entity (available in every domain and subcategory)	Dictionary Array	Contact api@qloo.com for samples
7	MD_007	metadata.correlations_metadata	Metadata-Metadata Correlations for Metadata (available in every domain and subcategory)	Dictionary Array	Contact api@qloo.com for samples
8	MD_008	metadata.sentiment.overall	Aggregate sentiment towards entity	Decimal	0.678
9	MD_009	metadata.popularity.overall	Aggregate popularity index for entity	Decimal	0.552
10	MD_010	metadata.obscurity.overall	Aggregate obscurity/novelty index for entity	Decimal	0.448
11	MD_011	metadata.siblings	Metadata siblings within same parental	Dictionary	Contact api@qloo.com for samples
12					
13					
14					
15					

SELECTED ENTITY METADATA FIELDS BY CATEGORY

	Code	Title	Parental Category	Data Format
1	EM_001	author.date_of_birth	Books	ISO 8601
2	EM_002	author.description	Books	String
3	EM_003	author.origin	Books	String
4	EM_004	author.professions	Books	String Array
5	EM_005	author.works_written	Books	String Array
6	EM_006	book.annotation	Books	String
7	EM_007	book.attributes	Books	String Array
8	EM_008	book.author	Books	String
9	EM_009	book.characters	Books	String Array
10	EM_010	book.is_low_quality	Books	Boolean
11	EM_011	book.isbn13	Books	String
12	EM_012	book.page_count	Books	Integer
13	EM_013	book.publication_date	Books	ISO 8601
14	EM_014	book.rating.goodreads	Books	Decimal
15	EM_015	book.setting	Books	String Array

SELECTED ENTITY METADATA FIELDS BY CATEGORY

	Code	Title	Parental Category	Data Format
16	EM_016	book.themes	Books	Dictionary
17	EM_017	books.topics	Books	String Array
18	EM_018	companies.brands	Brands	String Array
19	EM_019	products.asin	Consumer Products	String
20	EM_020	products.attributes	Consumer Products	Dictionary
21	EM_021	products.brands	Consumer Products	String Array
22	EM_022	products.category	Consumer Products	String
23	EM_023	products.color	Consumer Products	String Array
24	EM_024	products.is_discontinued	Consumer Products	Boolean
25	EM_025	products.items	Consumer Products	String
26	EM_026	products.manufacture_date	Consumer Products	ISO 8601
27	EM_027	products.model_number	Consumer Products	String
28	EM_028	products.origin	Consumer Products	String
29	EM_029	products.price	Consumer Products	Decimal
30	EM_030	products.recommended_age	Consumer Products	String

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format
31	EM_031 products.subcategories	Consumer Products	Dictionary
32	EM_032 products.upc	Consumer Products	String
33	EM_033 products.weight	Consumer Products	Decimal
34	EM_034 restaurant.attributes	Dining	Dictionary Array
35	EM_035 restaurant.business_categories	Dining	Dictionary
36	EM_036 restaurant.menu_items	Dining	Dictionary
37	EM_037 restaurants.address	Dining	String
38	EM_038 restaurants.ambiance	Dining	String Array
39	EM_039 restaurants.category	Dining	Dictionary
40	EM_040 restaurants.cuisines	Dining	String Array
41	EM_041 restaurants.description	Dining	String
42	EM_042 restaurants.dining_options	Dining	String Array
43	EM_043 restaurants.dining_styles	Dining	String Array
44	EM_044 restaurants.geolocation	Dining	(LAT, LONG)
45	EM_045 restaurants.good_for	Dining	String Array

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
46	EM_046	restaurants.hours_of_operation	Dining	Dictionary
47	EM_047	restaurants.is_chain	Dining	Boolean
48	EM_048	restaurants.is_closed	Dining	Boolean
49	EM_049	restaurants.is_low_quality	Dining	Boolean
50	EM_050	restaurants.latitude	Dining	Decimal
51	EM_051	restaurants.longitude	Dining	Decimal
52	EM_052	restaurants.nlp_highlights	Dining	Dictionary
53	EM_053	restaurants.phone_number	Dining	Integer
54	EM_054	restaurants.price_level	Dining	Integer
55	EM_055	restaurants.rating.google	Dining	Decimal
56	EM_056	restaurants.rating.tripadvisor	Dining	Decimal
57	EM_057	restaurants.rating.yelp	Dining	Decimal
58	EM_058	restaurants.website_url	Dining	String
59	EM_059	fashion_store.address	Fashion	String
60	EM_060	fashion_store.ambiance	Fashion	String Array

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
61	EM_061	fashion_store.categories	Fashion	Dictionary
62	EM_062	fashion_store.category	Fashion	String
63	EM_063	fashion_store.geolocation	Fashion	(LAT, LONG)
64	EM_064	fashion_store.hours_of_operation	Fashion	Dictionary
65	EM_065	fashion_store.is_closed	Fashion	Boolean
66	EM_066	fashion_store.is_low_quality	Fashion	Boolean
67	EM_067	fashion_store.latitude	Fashion	Decimal
68	EM_068	fashion_store.location	Fashion	String
69	EM_069	fashion_store.longitude	Fashion	Decimal
70	EM_070	fashion_store.nlp_highlights	Fashion	Dictionary
71	EM_071	fashion_store.phone_number	Fashion	Integer
72	EM_072	fashion_store.price_level	Fashion	Decimal
73	EM_073	fashion_store.rating.google	Fashion	Decimal
74	EM_074	fashion_store.rating.yelp	Fashion	Decimal
75	EM_075	fashion_store.website_url	Fashion	String

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
76	EM_076	fashion.brands.aesthetic	Fashion	String Array
77	EM_077	fashion.brands.gender	Fashion	String Array
78	EM_078	fashion.brands.lifestyle_tags	Fashion	Dictionary
79	EM_079	fashion.brands.price_level	Fashion	Integer
80	EM_080	fashion.brands.type	Fashion	String Array
81	EM_081	fashion.brands.website_url	Fashion	String
82	EM_082	film_actor.date_of_birth	Film	ISO 8601
83	EM_083	film_actor.filmography	Film	Dictionary
84	EM_084	film_actor.origin	Film	String
85	EM_085	film_actor.professions	Film	String Array
86	EM_086	film_actor.description	Film	String
87	EM_087	film.adult_content	Film	Boolean
88	EM_088	film.attributes	Film	Dictionary
89	EM_089	film.description	Film	String
90	EM_090	film.director	Film	Dictionary

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
91	EM_091	film.genre	Film	Dictionary
92	EM_092	film.is_low_quality	Film	Boolean
93	EM_093	film.notable_for	Film	Dictionary
94	EM_094	film.produced_by	Film	Dictionary
95	EM_095	film.rating.imdb	Film	Decimal
96	EM_096	film.release_date	Film	ISO 8601
97	EM_097	film.runtime	Film	Decimal
98	EM_098	film.stars	Film	Dictionary
99	EM_099	film.written_by	Film	Dictionary
100	EM_100	director.date_of_birth	Film/TV	ISO 8601
101	EM_101	director.description	Film/TV	String
102	EM_102	director.filmography	Film/TV	Dictionary
103	EM_103	director.origin	Film/TV	String
104	EM_104	director.professions	Film/TV	String Array
105	EM_105	golf.address	Golf	String

SELECTED ENTITY METADATA FIELDS BY CATEGORY

	Code	Title	Parental Category	Data Format
106	EM_106	golf.ambiance	Golf	Dictionary
107	EM_107	golf.categories	Golf	Dictionary
108	EM_108	golf.geolocation	Golf	(LAT, LONG)
109	EM_109	golf.hours_of_operation	Golf	Dictionary
110	EM_110	golf.is_closed	Golf	Boolean
111	EM_111	golf.is_low_quality	Golf	Boolean
112	EM_112	golf.latitude	Golf	Decimal
113	EM_113	golf.longitude	Golf	Decimal
114	EM_114	golf.nlp_highlights	Golf	Dictionary
115	EM_115	golf.phone_number	Golf	Integer
116	EM_116	golf.price_level	Golf	Decimal
117	EM_117	golf.rating.google	Golf	Decimal
118	EM_118	golf.rating.yelp	Golf	Decimal
119	EM_119	hotel.address	Hospitality	String
120	EM_120	hotel.airport_code	Hospitality	String

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format
121	EM_121 hotel.ambiance	Hospitality	Dictionary
122	EM_122 hotel.attributes	Hospitality	Dictionary
123	EM_123 hotel.categories	Hospitality	Dictionary
124	EM_124 hotel.description	Hospitality	String
125	EM_125 hotel.destination_id	Hospitality	UUID
126	EM_126 hotel.gds_chain_code	Hospitality	String
127	EM_127 hotel.gds_chain_code_name	Hospitality	String
128	EM_128 hotel.geolocation	Hospitality	(LAT, LONG)
129	EM_129 hotel.gmt_offset	Hospitality	String
130	EM_130 hotel.has_business_center	Hospitality	Boolean
131	EM_131 hotel.has_fitness_facility	Hospitality	Boolean
132	EM_132 hotel.has_golf_course	Hospitality	Boolean
133	EM_133 hotel.has_in_house_bar	Hospitality	Boolean
134	EM_134 hotel.has_in_house_dining	Hospitality	Boolean
135	EM_135 hotel.has_meeting_rooms	Hospitality	Boolean

SELECTED ENTITY METADATA FIELDS BY CATEGORY

	Code	Title	Parental Category	Data Format
136	EM_136	hotel.has_tennis_court	Hospitality	Boolean
137	EM_137	hotel.high_rate	Hospitality	Decimal
138	EM_138	hotel.hotel_modified	Hospitality	String
139	EM_139	hotel.hours_of_operation	Hospitality	Dictionary
140	EM_140	hotel.is_closed	Hospitality	Boolean
141	EM_141	hotel.is_low_quality	Hospitality	Boolean
142	EM_142	hotel.latitude	Hospitality	Decimal
143	EM_143	hotel.location	Hospitality	Decimal
144	EM_144	hotel.longitude	Hospitality	Decimal
145	EM_145	hotel.low_rate	Hospitality	Decimal
146	EM_146	hotel.marketing_level	Hospitality	Integer
147	EM_147	hotel.native_currency	Hospitality	String
148	EM_148	hotel.nearby_attractions	Hospitality	Dictionary
149	EM_149	hotel.nlp_highlights	Hospitality	Dictionary
150	EM_150	hotel.number_of_floors	Hospitality	Integer

SELECTED ENTITY METADATA FIELDS BY CATEGORY

	Code	Title	Parental Category	Data Format
151	EM_151	hotel.number_of_rooms	Hospitality	Integer
152	EM_152	hotel.number_of_suites	Hospitality	Integer
153	EM_153	hotel.phone_number	Hospitality	Integer
154	EM_154	hotel.price_level	Hospitality	Decimal
155	EM_155	hotel.property_description	Hospitality	String
156	EM_156	hotel.property_type	Hospitality	String
157	EM_157	hotel.rating.google	Hospitality	Decimal
158	EM_158	hotel.rating.tripadvisor	Hospitality	Decimal
159	EM_159	hotel.rating.yelp	Hospitality	Decimal
160	EM_160	hotel.time_zone	Hospitality	String
161	EM_161	hotel.web_site	Hospitality	String
162	EM_162	hotel.year_property_opened	Hospitality	ISO 8601
163	EM_163	hotel.year_property_renovated	Hospitality	ISO 8601
164	EM_164	city.contained_by	Location	Dictionary
165	EM_165	game.developed_by	Media	String

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
166	EM_166	game.genre	Media	Dictionary
167	EM_167	game.initial_release_date	Media	ISO 8601
168	EM_168	game.published_by	Media	String
169	EM_169	games.attributes	Media	Dictionary
170	EM_170	games.characters	Media	Dictionary
171	EM_171	games.description	Media	String
172	EM_172	games.difficulty	Media	String
173	EM_173	games.platforms	Media	Dictionary
174	EM_174	games.recommended_age	Media	String
175	EM_175	magazine.first_issue_date	Media	ISO 8601
176	EM_176	magazine.format	Media	String
177	EM_177	magazine.frequency	Media	String
178	EM_178	magazine.genre	Media	Dictionary
179	EM_179	magazine.published_by	Media	String
180	EM_180	magazine.subjects	Media	Dictionary

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format
181	EM_181 newspaper.first_issue_date	Media	ISO 8601
182	EM_182 newspaper.format	Media	String
183	EM_183 newspaper.frequency	Media	String
184	EM_184 newspaper.owner	Media	String
185	EM_185 newspaper.published_by	Media	String
186	EM_186 stores.address	Merchants	String
187	EM_187 stores.ambiance	Merchants	Dictionary
188	EM_188 stores.categories	Merchants	Dictionary
189	EM_189 stores.geolocation	Merchants	(LAT, LONG)
190	EM_190 stores.hours_of_operation	Merchants	Dictionary
191	EM_191 stores.is_closed	Merchants	Boolean
192	EM_192 stores.is_low_quality	Merchants	Boolean
193	EM_193 stores.latitude	Merchants	Decimal
194	EM_194 stores.longitude	Merchants	Decimal
195	EM_195 stores.nlp_highlights	Merchants	Dictionary

SELECTED ENTITY METADATA FIELDS BY CATEGORY

	Code	Title	Parental Category	Data Format
196	EM_196	stores.phone_number	Merchants	Integer
197	EM_197	stores.price_level	Merchants	Decimal
198	EM_198	stores.rating.google	Merchants	Decimal
199	EM_199	stores.rating.yelp	Merchants	Decimal
200	EM_200	stores.website_url	Merchants	String
201	EM_201	application.artist_name	Mobile Applications	String
202	EM_202	application.artwork_url_large	Mobile Applications	String
203	EM_203	application.company_url	Mobile Applications	String
204	EM_204	application.description	Mobile Applications	String
205	EM_205	application.download_size	Mobile Applications	String
206	EM_206	application.nlp_highlights	Mobile Applications	Dictionary
207	EM_207	application.platforms	Mobile Applications	String Array
208	EM_208	application.popularity	Mobile Applications	Decimal
209	EM_209	application.rating	Mobile Applications	Decimal
210	EM_210	application.recommended_age	Mobile Applications	String

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
211	EM_211	application.seller_name	Mobile Applications	String
212	EM_212	application.view_url	Mobile Applications	String
213	EM_213	music.album.artist	Music	Dictionary
214	EM_214	music.album.attributes	Music	Dictionary
215	EM_215	music.album.description	Music	String
216	EM_216	music.album.genres	Music	Dictionary
217	EM_217	music.album.personnel	Music	Dictionary
218	EM_218	music.album.releaseDate	Music	ISO 8601
219	EM_219	music.artist.attributes	Music	Dictionary
220	EM_220	music.artist.awards	Music	String Array
221	EM_221	music.artist.categories	Music	Dictionary
222	EM_222	music.artist.description	Music	String
223	EM_223	music.artist.discography	Music	Dictionary
224	EM_224	music.artist.influenced	Music	Dictionary
225	EM_225	music.artist.influenced_by	Music	Dictionary

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
226	EM_226	music.artist.instruments	Music	String Array
227	EM_227	music.artist.label	Music	String
228	EM_228	music.artist.notable_for	Music	String
229	EM_229	music.artist.origin	Music	String
230	EM_230	music.artist.primary_genre	Music	Dictionary
231	EM_231	music.artist.webpage	Music	String
232	EM_232	music.song.attributes	Music	Dictionary
233	EM_233	music.song.length	Music	Decimal
234	EM_234	music.song.mood	Music	Array
235	EM_235	music.song.personnel	Music	Dictionary
236	EM_236	music.song.title	Music	String
237	EM_237	nightlife.address	Nightlife	String
238	EM_238	nightlife.ambiance	Nightlife	Dictionary
239	EM_239	nightlife.categories	Nightlife	Dictionary
240	EM_240	nightlife.cuisines	Nightlife	Dictionary

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
241	EM_241	nightlife.description	Nightlife	String
242	EM_242	nightlife.dining_options	Nightlife	Dictionary
243	EM_243	nightlife.dining_styles	Nightlife	String Array
244	EM_244	nightlife.geolocation	Nightlife	(LAT, LONG)
245	EM_245	nightlife.good_for	Nightlife	String
246	EM_246	nightlife.hours_of_operation	Nightlife	Dictionary
247	EM_247	nightlife.is_chain	Nightlife	Boolean
248	EM_248	nightlife.is_closed	Nightlife	Boolean
249	EM_249	nightlife.is_low_quality	Nightlife	Boolean
250	EM_250	nightlife.latitude	Nightlife	Decimal
251	EM_251	nightlife.longitude	Nightlife	Decimal
252	EM_252	nightlife.nlp_highlights	Nightlife	Dictionary
253	EM_253	nightlife.phone_number	Nightlife	Integer
254	EM_254	nightlife.price_level	Nightlife	Decimal
255	EM_255	nightlife.rating.google	Nightlife	Decimal

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
256	EM_256	nightlife.rating.tripadvisor	Nightlife	Decimal
257	EM_257	nightlife.rating.yelp	Nightlife	Decimal
258	EM_258	nightlife.website_url	Nightlife	String
259	EM_259	people.categorization	People	Dictionary
260	EM_260	people.name	People	String
261	EM_261	people.notable_for	People	String
262	EM_262	people.political_affiliations	People	Dictionary
263	EM_263	podcasts.attributes	Podcasts	Dictionary
264	EM_264	podcasts.category	Podcasts	Dictionary
265	EM_265	podcasts.creator	Podcasts	String
266	EM_266	podcasts.description	Podcasts	String
267	EM_267	podcasts.episodes	Podcasts	Dictionary
268	EM_268	podcasts.public_figures	Podcasts	Dictionary
269	EM_269	podcasts.rating	Podcasts	Decimal
270	EM_270	podcasts.title	Podcasts	String

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format
271	EM_271 sports.athlete	Sports	String
272	EM_272 sports.athlete.birthdate	Sports	ISO 8601
273	EM_273 sports.athlete.position	Sports	String Array
274	EM_274 sports.athlete.team	Sports	String
275	EM_275 sports.team	Sports	String
276	EM_276 destination.attributes	Travel	Dictionary
277	EM_277 destination.geolocation	Travel	(LAT, LONG)
278	EM_278 museums.address	Travel	String
279	EM_279 museums.ambiance	Travel	Dictionary
280	EM_280 museums.categories	Travel	Dictionary
281	EM_281 museums.geolocation	Travel	(LAT, LONG)
282	EM_282 museums.hours_of_operation	Travel	Dictionary
283	EM_283 museums.is_closed	Travel	Boolean
284	EM_284 museums.is_low_quality	Travel	Boolean
285	EM_285 museums.latitude	Travel	Decimal

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format
286	EM_286 museums.longitude	Travel	Decimal
287	EM_287 museums.nlp_highlights	Travel	Dictionary
288	EM_288 museums.phone_number	Travel	Integer
289	EM_289 museums.price_level	Travel	Integer
290	EM_290 museums.rating.google	Travel	Decimal
291	EM_291 museums.rating.yelp	Travel	Decimal
292	EM_292 museums.website_url	Travel	String
293	EM_293 destination.description	Travel	String
294	EM_294 tv_actor_professions	TV	Dictionary
295	EM_295 tv_actor.crosswalk	TV	Dictionary
296	EM_296 tv_actor.date_of_birth	TV	ISO 8601
297	EM_297 tv_actor.description	TV	String
298	EM_298 tv_actor.filmography	TV	Dictionary
299	EM_299 tv_actor.origin	TV	String
300	EM_300 tv.original_air_date	TV	ISO 8601

SELECTED ENTITY METADATA FIELDS BY CATEGORY

Code	Title	Parental Category	Data Format	
301	EM_301	tv.series.attributes	TV	Dictionary
302	EM_302	tv.series.creator	TV	String Array
303	EM_303	tv.series.current_network	TV	String
304	EM_304	tv.series.description	TV	String
305	EM_305	tv.series.directed_by	TV	String Array
306	EM_306	tv.series.episode_count	TV	Integer
307	EM_307	tv.series.episodes	TV	Dictionary
308	EM_308	tv.series.genres	TV	Dictionary
309	EM_309	tv.series.is_ended	TV	Boolean
310	EM_310	tv.series.is_low_quality	TV	Boolean
311	EM_311	tv.series.original_network	TV	String
312	EM_312	tv.series.produced_by	TV	String
313	EM_313	tv.series.rating.imdb	TV	Decimal
314	EM_314	tv.series.release_date	TV	ISO 8601
315	EM_315	tv.series.season_count	TV	Integer

SELECTED ENTITY METADATA BY CATEGORY

Code	Title	Parental Category	Data Format	
316	EM_316	tv.series.stars	TV	Dictionary
317	EM_317	tv.series.themes	TV	Dictionary
318	EM_318	tv.series.written_by	TV	String
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SENTIMENT EVENT SIGNALS

	Code	Title	Description	Data Format	Example
1	SS_001	sentiment.entity.positive	Positive sentiment edge between individual and entity	Dictionary	Contact api@qloo.com for samples
2	SS_002	sentiment.entity.negative	Negative sentiment edge between individual and entity	Dictionary	Contact api@qloo.com for samples
3	SS_003	sentiment.metadata.positive	Positive sentiment edge between individual and metadata/attribute	Dictionary	Contact api@qloo.com for samples
4	SS_004	sentiment.metadata.negative	Negative sentiment edge between individual and metadata/attribute	Dictionary	Contact api@qloo.com for samples
5	SS_005	purchased.metadata	Transactional edge between individual and metadata/attribute	Boolean	Contact api@qloo.com for samples
6	SS_006	purchased.entity	Transactional edge between individual and entity	Boolean	Contact api@qloo.com for samples
7	SS_007	transaction.merchant	Transactional signal between individual and specific merchant ID (covering all geolocational entities, including retail, restaurants, hospitality, etc. and all associated attributes)	UUID	Contact api@qloo.com for samples
8	SS_008	transaction.product	Transactional signal between individual and specific product ID (covering all categories including film, books, consumer products, etc. and all associated attributes)	UUID	Contact api@qloo.com for samples
9	SS_009	transaction.brand	Transactional signal between individual and brand-level entity (covering all categories including products, locations etc. and all associated attribute-level data)	UUID	Contact api@qloo.com for samples
10	SS_010	transaction.category	Category of transaction	String	Contact api@qloo.com for samples
11	SS_011	transaction.metadata	Attributes of transaction	String Array	Contact api@qloo.com for samples
12	SS_012	transaction.timestamp	Date/Time of Transaction	ISO 8601	Contact api@qloo.com for samples
13	SS_013	transaction.location	Geo-coordinates of transaction	Dictionary (Lat, Long)	Contact api@qloo.com for samples
14					
15					

DEMOGRAPHIC APPENDS

Code	Title	Description	Data Format	Example	
1	DF_001	demographic.age	Age range of individual	Integer	47-49
2	DF_002	demographic.gender	Gender of Individual	String Array	Male
3	DF_003	demographic.location.latitude	Location of Individual	Decimal	40.750116
4	DF_004	demographic.location.longitude	Location of Individual	Decimal	-73.983811
5	DF_005	demographic.location.city	Location of Individual	String	Los Angeles, CA
6	DF_006	demographic.political_party_affiliation	Political Party of Individual	String Array	Democrat
7	DF_007	demographic.marital_status	Marital Status of Individual	String	Married
8	DF_008	demographic.has_kids	Whether individual has children	Boolean	Yes
9	DF_009	demographic.occupation	Occupation / Industry individual is employed within	String Array	Technology
10	DF_010	demographic.income_level	Income Bracket of Individual	Dictionary	\$100,000+
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DEEP LEARNING PROPERTIES

	Code	Title	Description
1	DL_001	mlmodel.price_sensitivity	**These are just a sample, please contact api@qloo.com for more details / description
2	DL_002	mlmodel.political_leanings	**These are just a sample, please contact api@qloo.com for more details / description
3	DL_003	mlmodel.genre_preferences	**These are just a sample, please contact api@qloo.com for more details / description
4	DL_004	mlmodel.novelty_index	**These are just a sample, please contact api@qloo.com for more details / description
5	DL_005	mlmodel.risk.aversion	**These are just a sample, please contact api@qloo.com for more details / description
6	DL_006	mlmodel.latent.factors	**These are just a sample, please contact api@qloo.com for more details / description
7	DL_XXX	**custom.routes (client ad-hoc)	**These are just a sample, please contact api@qloo.com for more details / description
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VECTOR-BASED FIELDS / NEURAL NETS

Code	Title	Description	Data Format	Example	
1	VF_001	taste_vector.array	Qloo's proprietary taste / n-dimensional vector, scoring an individual (combined taste signal) against all metadata properties to generate normalized taste thumbprint for deep learning	Vector	Contact api@qloo.com for samples
2	VF_002	taste_vector.entity	Qloo's proprietary taste / n-dimensional vector, scoring an entity against all metadata properties to generate normalized taste thumbprint for deep learning	Vector	Contact api@qloo.com for samples
3	VF_003	taste.categorization	In "Data Dictionary" format, a scoring of all correlated attributes against each individual entity	Array	Contact api@qloo.com for samples
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CONTACT

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