

Database Insights > Data > Data Sources

The **Data Sources** page in the platform provides reporting and insights about data coming from any source system integrations. Use this page to compare relative counts or as a sanity check for active integrations to verify expected data flow.

In this article:

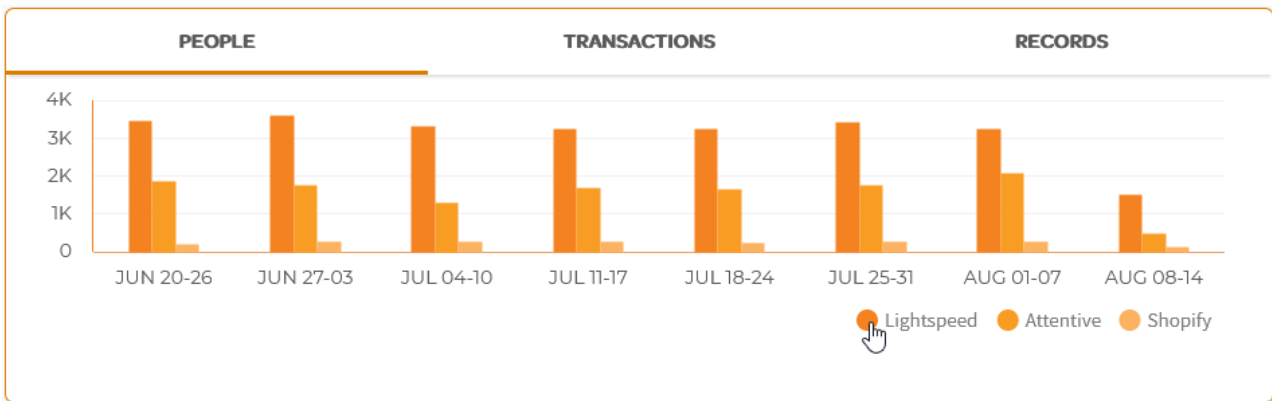
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Data Sources & Recent Data Loads

The **Data Sources** visual displays the top 3 sources for the current month based on the number of people loaded from the source system. If you have more than 3 sources active, only the top 3 will be displayed.



The **Recent Data Loads** visual displays the counts of *People*, *Transactions*, and *Records* for your top sources over the last 8 weeks (Monday to Sunday). Click on the legend to show or hide the data for a specific source. Hover over the data to see specific counts.



Data Sources History

The Data Sources History table displays historical data for each source in the CDP. By default, this table displays data from the last 12 months. Use the date selector in the upper right to select different date ranges, or choose a custom date range. If no records were pulled for a source during the selected date range, the source will not show in the resulting table. Click any column header to sort.

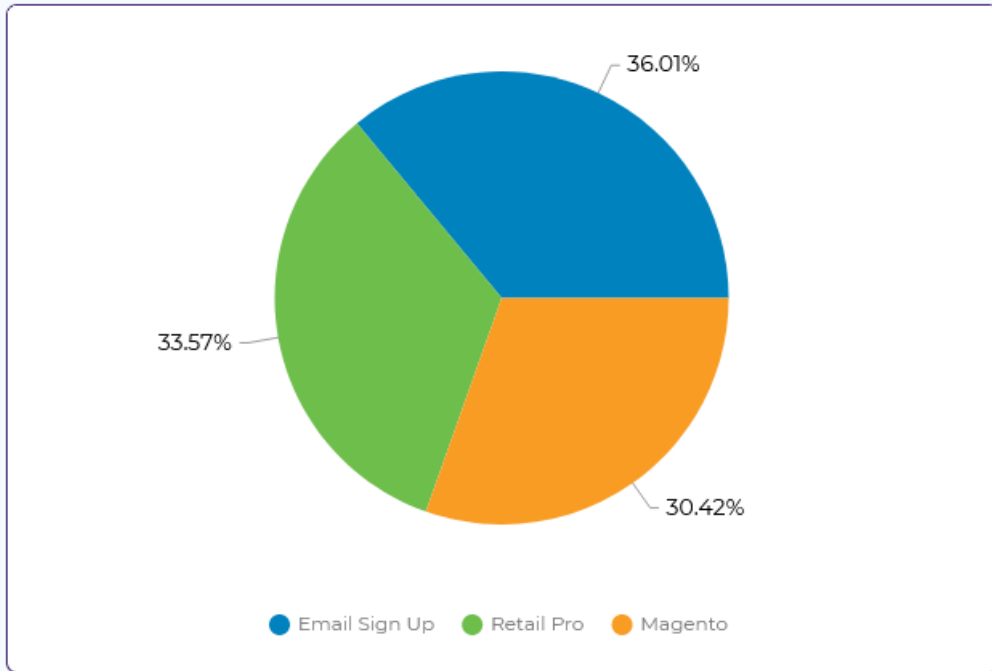
DATA SOURCES HISTORY										All Time
Source	People	Transactions	Records	Customers	Prospects	People with Email	People with Phone	People with Postal	Revenue	
RTP	21,414	14,265	29,610	14,485	0	7,577	9,208	6,658	\$ 2,961,731	
IBM	3,756	3,012	3,624	1,566	1,086	2,381	1,423	1,096	\$ 0	
Email Append	722	579	690	276	283	532	302	454	\$ 0	
Blue Hornet	385	305	366	1	318	1	26	144	\$ 0	
Warren Miller 1213	167	134	159	0	140	0	1	96	\$ 0	
Silverpop	70	49	63	0	49	38	0	0	\$ 0	
Inntopia	45	36	42	5	30	4	11	8	\$ 0	
Warren Miller Redeemers 1718	41	33	39	0	34	29	0	0	\$ 0	

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First and Last Source Pie Charts

People by First Source

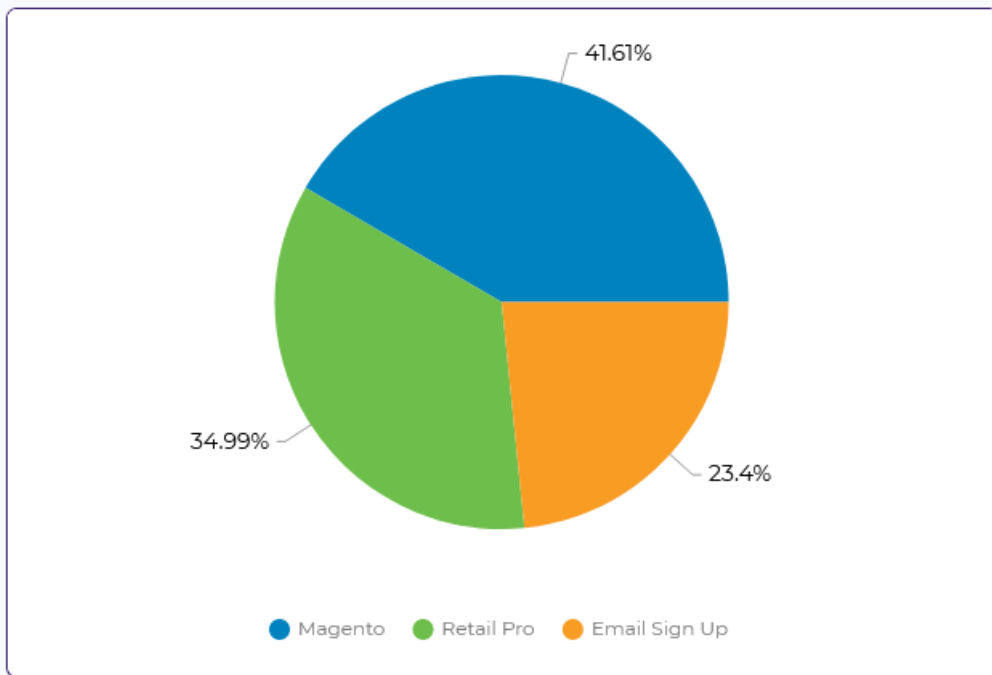
People By First Source



People by First Source shows the distribution of individuals in your CDP by their First Source value. An individual's First Source is set upon the first interaction with a source system and cannot change. First Source is a helpful metric to determine the primary ways new individuals are entering your database.

People by Last Source

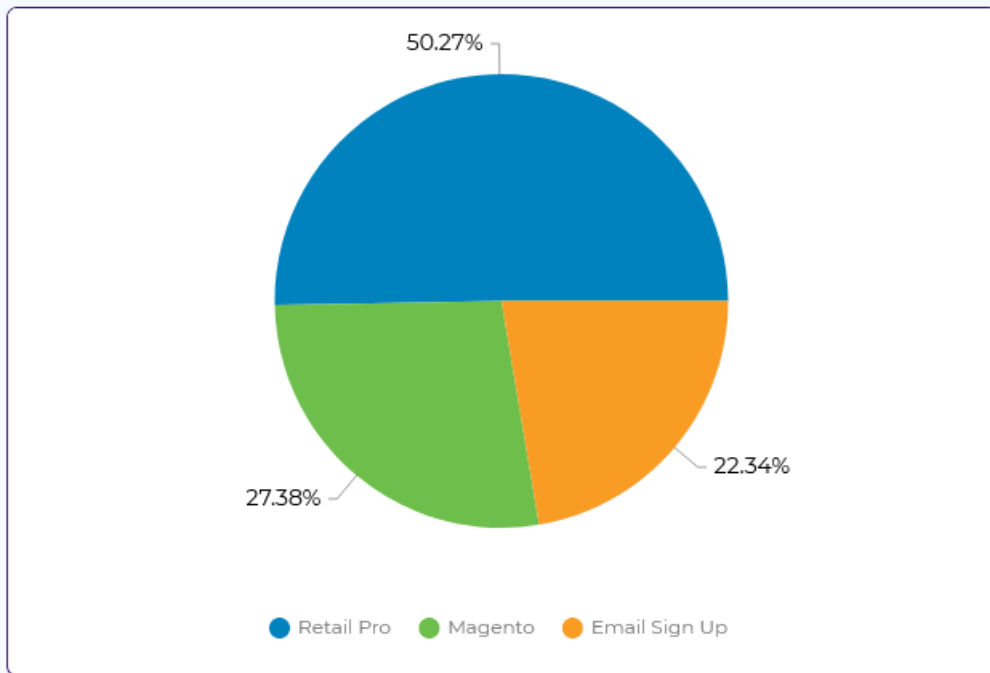
People By Last Source



People by Last Source shows the distribution of individuals in your CDP by their Last Source value. An individual's Last Source is set each time an updated record flows in and can change. Last Source is a helpful metric to determine the effectiveness of your omni-channel marketing efforts.

Lifetime Spend by First Source

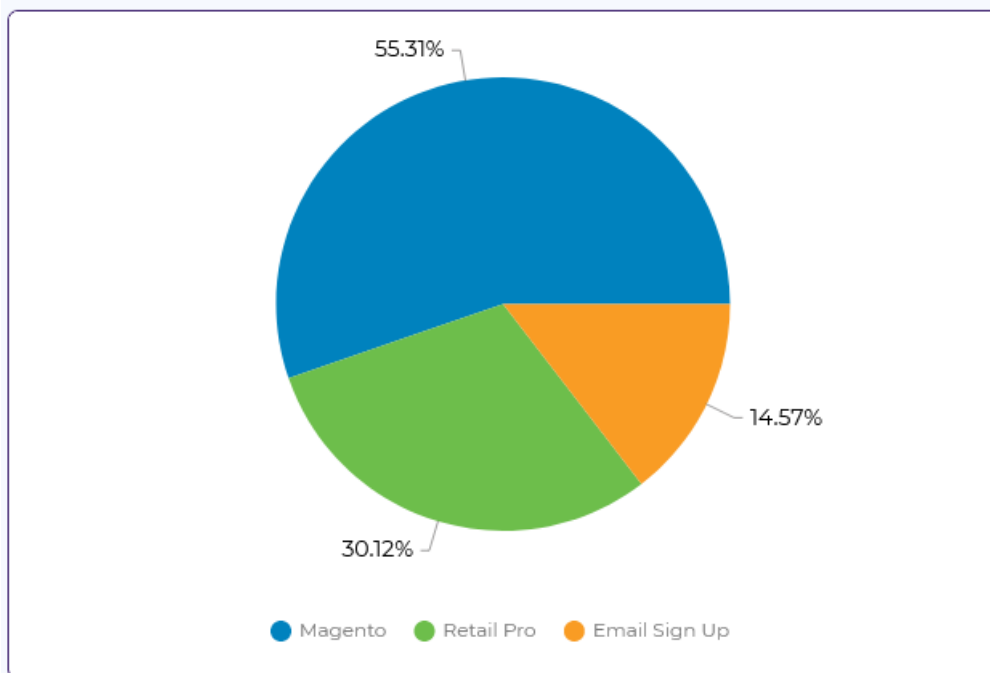
Lifetime Spend By First Source



Lifetime Spend by First Source shows the total revenue attributed in your CDP by the first source of the people purchasing.

Lifetime Spend by Last Source

Lifetime Spend By Last Source



Lifetime Spend by Last Source shows the total revenue attributed in your CDP by the last source of the people purchasing.

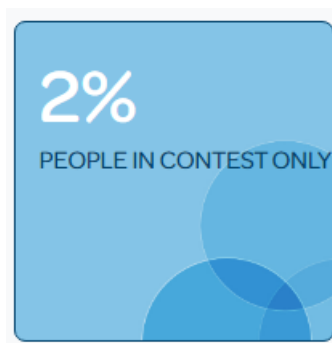
Source Specific Charts

SELECT SOURCE

The screenshot shows a 'SELECT SOURCE' dropdown menu with four options, each with a colored background and a circular graphic. The options are: blue, green, orange, and purple. Each option contains the text: 'PLEASE MAKE A SOURCE SELECTION TO SEE DATA RELATING TO THAT SOURCE'. To the right of the dropdown is a panel titled 'PEOPLE FROM THIS SOURCE' which contains the text: 'Please make a source selection to see data relating to that source'.

At the bottom of the page, select a source from the dropdown to display more information about that source.

People in {This Source} Only



This is the percentage of people in the CDP who have only interacted with this source

People Purchasing from {This Source} only



This is the percentage of people whose purchases are only from this source. This is helpful if you are trying to identify what percentage of your database has only ever lodged but never transacted, or vice versa. If the source is not transactional, this visual will always show 0%.

People Added to the CDP in Last 12 Months due to {This Source}



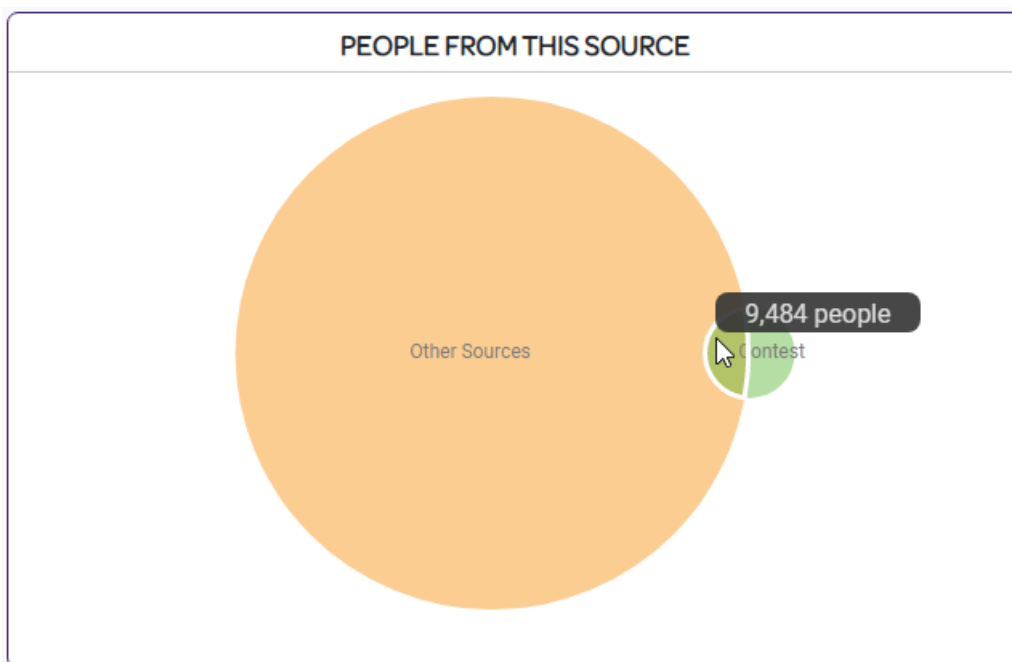
This displays the number of people added to the CDP in the last 12 months with this source as their First Source value. These people *may* have also interacted with other sources, but this source was where they first entered the CDP.

Revenue Growth in the Last 12 Months due to {This Source}



This displays the amount of revenue in the last 12 months that came from people whose first source was the source selected. For contests and one-time loads, this can tell you whether running the contest was worth it to grow your database and revenue.

People from This Source Venn Diagram



This displays the overlap between this source and other sources flowing into the CDP. The "Other Sources" circle

represents people who are in all of the other sources that are flowing in to the CDP. The {This Source} circle (labeled "Contest" in the diagram above) represents people who are in this source. The overlap between the two circles displays the number of people who are in this source *and* other sources.
