

Zephira.ai Data Dictionary

1. Company Registry Data

Field Name	Description	Data Type	Example
Zephira Company ID	Unique identifier for each company	Alphanumeric	GDB12345678
Company Legal Name	Official registered name of the business	Text	Acme Corporation Ltd
Trading Name	Name under which the company operates if different	Text	Acme Tech
Registration Number	Official company registration number	Alphanumeric	8765432
VAT Number	Company VAT/tax identification number	Alphanumeric	GB123456789
Year of Founding	Date when company was officially registered	Date	5/15/2010
Company Status	Current operational status	Text	Active, Inactive, Intermediate (about to close)
Legal Form	Legal structure/type of the company	Text	Private Limited, Public Limited, LLP
Country	Country where company is registered	Text	United Kingdom
Region	Region/state within the country	Text	London, South East, Midwest
Address line 1	City where company is located	Text	London
Address line 2			
City or State			
ZIP	Postal/ZIP code	Alphanumeric	EC1A 1AA
GEO Code Latitude	Geographic coordinates - latitude	Decimal	515,074
GEO Code Longitude	Geographic coordinates - longitude	Decimal	-0.1278
Office Locations	List of additional office locations	Text Array	[London HQ, Manchester Office, Leeds Warehouse]
Industry Classification Code	Official industry classification codes (varies by country)	Object	See "Industry Classification Codes" section

2. Firmographic Data

Field Name	Description	Data Type	Example
Phone Number	Main company phone number	Text	+44 20 1234 5678
Fax	Company fax number	Text	+44 20 1234 5679

Domain	Company website URL	URL	www.acmecorp.com
Email	General company email address	Email	info@acmecorp.com
Estimated Employee Number	Approximate count of employees	Integer/Range	100-249
Estimated Revenue	Approximate annual turnover	Currency/Range	\$10M-\$25M
Business Description	Summary of company activities	Text	Provider of cloud-based CRM solutions...
Industry Tag	Primary industry category	Text	Information Technology
LinkedIn Company Profile URL	URL to LinkedIn company page	URL	www.linkedin.com/company/acmecorp
Facebook Company Profile URL	URL to Facebook company page	URL	www.facebook.com/acmecorp
Instagram Social Media Follower Count	URL to Instagram profile	URL	www.instagram.com/acmecorp
Logo	Company logo image	Image/URL	https://zavia.ai/images/logos/acmecorp.png

3. Financial Data

Field Name	Description	Data Type	Example
Latest Accounts Date Filed	Most recent date when financial accounts were submitted	Date	12/31/2023
Ticker	Stock market ticker symbol	Text	ACME
Turnover	Annual sales/revenue	Currency	\$10,500,000
Reporting Period	Financial period covered	Date Range	01/01/2023 - 12/31/2023
Working Capital	Current assets minus current liabilities	Currency	\$4,200,000
Total Assets	Value of all assets owned	Currency	\$15,700,000
Intangible Assets	Value of non-physical assets	Currency	\$3,200,000
Tangible Assets	Value of physical assets	Currency	\$8,500,000
Fixed Assets	Long-term assets	Currency	\$11,700,000
Stock	Inventory value	Currency	\$1,200,000
Trade Debtors	Amount owed by customers	Currency	\$2,300,000
Cash	Available liquid funds	Currency	\$3,500,000
Current Assets	Short-term assets	Currency	\$7,000,000
Trade Creditors	Amount owed to suppliers	Currency	\$1,800,000
Current Liabilities	Short-term liabilities	Currency	\$2,800,000
Total Liabilities	All financial obligations	Currency	\$4,800,000

Net Assets	Total assets minus total liabilities	Currency	\$10,900,000
Cost of Sales	Direct costs of goods sold	Currency	\$6,300,000
Gross Profit	Revenue minus cost of sales	Currency	\$4,200,000
Operating Profit	Profit from core business operations	Currency	\$2,800,000
EBITDA	Earnings before interest, taxes, depreciation, amortization	Currency	\$3,200,000
Pre-Tax Profit	Profit before taxation	Currency	\$2,600,000
Taxation	Tax expenses	Currency	\$650,000
Profit After Tax	Net profit after tax deductions	Currency	\$1,950,000
Retained Profits	Earnings kept in the business	Currency	\$1,750,000
Sundry Reserves	Miscellaneous reserve funds	Currency	\$850,000
Shareholder Funds	Total equity in the company	Currency	\$9,800,000
Capital Employed	Total assets minus current liabilities	Currency	\$12,900,000
P&L Account Reserve	Profit and loss reserves	Currency	\$3,200,000
Revaluation Reserve	Gains from asset revaluation	Currency	\$750,000
Consolidated A/cs	Whether accounts are consolidated	Boolean	True/False
Gross Margin	Gross profit as percentage of revenue	Percentage	40.0%
Operating Profit Margin	Operating profit as percentage of revenue	Percentage	26.7%
EBITDA Margin	EBITDA as percentage of revenue	Percentage	30.5%
Pre-Tax Profit Margin	Pre-tax profit as percentage of revenue	Percentage	24.8%
Net Margin	Net profit as percentage of revenue	Percentage	18.6%
Return on Assets	Net income as percentage of total assets	Percentage	12.4%
Return on Capital Employed	EBIT as percentage of capital employed	Percentage	21.7%
Return on Equity	Net income as percentage of shareholder equity	Percentage	19.9%
Current Ratio	Current assets divided by current liabilities	Decimal	2-May
Cash to Current Liabilities	Cash divided by current liabilities	Decimal	Jan-25
Cash to Total Assets	Cash as percentage of total assets	Percentage	22.3%
Liquidity Ratio	Quick assets divided by current liabilities	Decimal	2-Jan
Gearing Liability	Debt as percentage of equity	Percentage	49.0%
Gearing Gross Debt	Gross debt as percentage of equity	Percentage	37.8%
Gearing Net Debt	Net debt as percentage of equity	Percentage	13.3%
Debt to Capital	Debt as percentage of total capital	Percentage	27.1%

Inventory Turnover Ratio	Cost of goods sold divided by average inventory	Decimal	May-25
Cash to Turnover Ratio	Cash as percentage of revenue	Percentage	33.3%

4. Digital Insights

Field Name	Description	Data Type	Example
Traffic Sources - Direct	Percentage of traffic from direct visitors	Percentage	30%
Traffic Sources - Referral	Percentage of traffic from referring websites	Percentage	15%
Traffic Sources - Email	Percentage of traffic from email campaigns	Percentage	5%
Traffic Sources - Organic	Percentage of traffic from search engines	Percentage	35%
Traffic Sources - Social	Percentage of traffic from social media	Percentage	10%
Traffic Sources - Ads	Percentage of traffic from paid advertising	Percentage	5%
Bounce Rate	Percentage of visitors who leave after viewing one page	Percentage	45%
Pages Per Visit	Average number of pages viewed per session	Decimal	3-Feb
Average Visit Duration	Average time spent on the site per visit	Time	2m 45s
Top Traffic by Country	Highest traffic source country	Text, Percentage	US (45%)

6. Directors and shareholders

Field Name	Description	Data Type	Example
First Name	Employee's first name	Text	John
Second Name	Employee's last/family name	Text	Smith
Job Title	Position held in the company	Text	Chief Technology Officer
Department	Organizational department	Text	IT, Finance, Marketing, Sales
Seniority Level	Level of authority/experience	Text	C-Level, Director, Manager, Associate
Work Email	Direct email address	Email	john.smith@acmecorp.com

Work Phone Number	Direct contact number	Text	+44 20 1234 5699
Nationality	Country of citizenship	Text	British
Appointed On Date	Date of appointment to role	Date	3/15/2021
Country of Residence	Where employee is based	Text	United Kingdom
LinkedIn Profile	URL to employee's LinkedIn page	URL	www.linkedin.com/in/johnsmith