Column	Value	Description
customer_id	string	ID of the customer - super duper hashed
days_since_first_order	integer	Days since the first order was made
days_since_last_order	integer	Days since the last order was made
is_newsletter_subscriber	string	Flag for a newsletter subscriber
orders	integer	Number of orders
items	integer	Number of items
cancels	integer	Number of cancellations - when the order is cancelled after being placed
returns	integer	Number of returned orders
different_addresses	integer	Number of times a different billing and shipping address was used
shipping_addresses	integer	Number of different shipping addresses used
devices	integer	Number of unique devices used
vouchers	integer	Number of times a voucher was applied
cc_payments	integer	Number of times a credit card was used for payment
paypal_payments	integer	Number of times PayPal was used for payment
afterpay_payments	integer	Number of times AfterPay was used for payment
apple_payments	integer	Number of times Apple Pay was used for payment
female_items	integer	Number of female items purchased
male_items	integer	Number of male items purchased
unisex_items	integer	Number of unisex items purchased
wapp_items	integer	Number of Women Apparel items purchased
wftw_items	integer	Number of Women Footwear items purchased
mapp_items	integer	Number of Men Apparel items purchased
wacc_items	integer	Number of Women Accessories items purchased
macc_items	integer	Number of Men Accessories items purchased
mftw_items	integer	Number of Men Footwear items purchased
wspt_items	integer	Number of Women Sport items purchased
mspt_items	integer	Number of Men Sport items purchased
curvy_items	integer	Number of Curvy items purchased
sacc_items	integer	Number of Sport Accessories items purchased
msite_orders	integer	Number of Mobile Site orders

Field	Type	Description
desktop_orders	integer	Number of Desktop orders
android_orders	integer	Number of Android app orders
ios_orders	integer	Number of iOS app orders
other_device_orders	integer	Number of Other device orders
work_orders	integer	Number of orders shipped to work
home_orders	integer	Number of orders shipped to home
parcelpoint_orders	integer	Number of orders shipped to a parcelpoint
other_collection_orders	integer	Number of orders shipped to other collection points
average_discount_onoffer	float	Average discount rate of items typically purchased
average_discount_used	float	Average discount finally used on top of existing discount
revenue	float	$ Dollar spent overall per person