* **users**: user demographic information
  + **id**: the user ID
  + **country**: ISO 3166 alpha-3 country code
  + **gender**: the user's gender (M = male, F = female, O = other)
* **groups**: user A/B test group assignment
  + **uid**: the user ID
  + **group**: the user’s test group
  + **join\_dt**: the date the user joined the test (visited the page)
  + **device**: the device the user visited the page on (I = iOS, A = android)
* **activity**: user purchase activity, containing 1 row per day that a user made a purchase
  + **uid**: the user ID
  + **dt**: date of purchase activity
  + **device**: the device type the user purchased on (I = iOS, A = android)
  + **spent**: the purchase amount in USD

