Goal: estimate life time value of existing customers based on their transaction history

Customer Location (category)	Customer Recency (days)	Customer Frequency (float)	Payment Value (float)	Payment Method (category)	Payment Installment (integer)	Product Category (category)	Photo Quantity (integer)	Review Score (integer)	Review Times (hours)
City 1	32	0.01	99.3	Debit Card	1	Furniture	2	2	8
City 2	117	0.2	24.39	Credit Card	8	Electronics	4	5	24

Goal: predict value of sellers based on their features upon sign up

Seller Location (category)	Business Segment (category)	Lead Type (category)	Lead Behavior (category)	Has Company (Boolean)	Has GTIN (Boolean)	Business Type (category)
City 1	home_decor	online_medium	Cat	0	0	Reseller
City 2	health_beauty	Offline	Wolf	1	1	Manufacturer