* Dataset
  + Olist store
  + 100k order
  + 16-18
  + Multiple marketplace
  + Multiple dimension
  + Geolocation
  + Real commercial
  + Anonymized
    - GOT house
* Marketing funnel
  + Marketing perspective
  + Join instruction
* Context
  + Largest department store
  + Merchant-channel connection
  + Notification
  + Satisfaction survey
* Example listing
* Data schema
* Classified dataset
* Inspiration
* Acknowledgement