**Goal**: forecast sales monetary value in the future years based on sales history in the past

|  |  |
| --- | --- |
| **Purchase Timestamp  (datetime)** | **Payment Value  (float)** |
| 2017-10-02 10:56:33 | 99.3 |
| 2018-07-24 20:41:37 | 24.39 |

**Goal**: identify groups of customers with distinct set of characteristics to be targeted by different marketing strategies

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 new customers or sellers based on their features

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Customer Location (category)** | **Customer Frequency (float)** | **Number of Items (integer)** | **Payment Method (category)** | **Payment Installment (integer)** | **Product Category  (category)** | **Photo Quantity (integer)** | **Review Score  (integer)** | **Review Times (hours)** | **Revenue Rate**  **(float)** |
| City 1 | 0.01 | 4 | Debit Card | 1 | Furniture | 2 | 2 | 8 | 32 |
| City 2 | 0.2 | 18 | Credit Card | 8 | Electronics | 4 | 5 | 24 | 117 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 |  |  |  |