

Dataset

The dataset used in this analysis contains the following tables:

- **customer**: Information on customers, including demographics such as ZIP code.
- **customer_purchases**: Records of customer transactions, including product details and quantities purchased.
- **product**: Details about the products available in the market.
- **product_category**: Information on product categories.
- **vendor**: Data on vendors operating in the market.
- **vendor_inventory**: Inventory details for vendors, including product and quantity.
- **vendor_booth_assignments**: Records of vendor booth assignments on specific market dates.
- **booth**: Information about booths, including pricing levels and types.
- **market_date_info**: Data on market dates and weather conditions.