

Variable Description

order_id Unique order identifier

activity Activity, that was exectued on the respective order

timestamp Timestamp, indicating when the respective activity was performed

total_pay_value Total payment value of the order

boleto Dummy variable, indicating if Boleto was used (=1)
credit_card Dummy variable, indicating if Credit Card was used (=1)
debit card Dummy variable, indicating if Debit Card was used (=1)

not_defined Dummy variable, indicating if undefined payment method was used (=1)

voucher Dummy variable, indicating if Voucher was used (=1) customer_state Federal State in Brazil, where a customer lives in

max_shipping_date

sum_items_value

Sum of the values of the different items in the respective order

nmb_categories

Latest shipping limit date of an item included in the respective order

Number of different product categories included in the order

avg_desc_length Average length of product descriptions per order avg_ph_quality Average quality of product photos per order

max_weightWeight of heaviest item per ordermax_lengthLength of longest item per ordermax_heightHeight of highest item per ordermax_widthWidth of widest item per order

status Always "complete"; needed in dataset to be parsed by bupaR

activity instance Count number of activity

.order Can be ignored