

Variable Name	Description
Customer_ID	Unique identifier for each customer.
Chatbot_Usage_Count	Number of times the customer interacted with an online chatbot.
Last_Chatbot_Interaction	Date of the most recent chatbot session (for recency analysis).
Email_Opened_Count	Number of marketing emails opened by the customer.
Clicked_Ad_Campaigns	Number of ad campaigns clicked by the customer.
Participated_in_Survey	Boolean value indicating if the customer participated in a marketing survey.
Preferred_Channel	Preferred marketing channel (Email, SMS, Chatbot, Social Media).
Loyalty_Program_Status	Customer's loyalty tier: None, Bronze, Silver, or Gold.
Marketing_Responsiveness	Inferred responsiveness: Low, Moderate, or High.
Referral_Likelihood	Likelihood of referral: Unlikely, Neutral, Likely, or Very Likely.
Gender	Customer's gender (M, F).
Tenure_Months	Duration (in months) the customer has been active.

Variable Name	Description
Customer_ID	Identifier linking the transaction to the customer.
Transaction_ID	Unique identifier for each transaction.
Transaction_Date	Date when the transaction was completed.
Product_SKU	Unique identifier for each product (Stock Keeping Unit).
Product_Description	Text description of the product purchased.
Product_Category	The product's assigned category.
Quantity	Number of units purchased.
Avg_Price	Average price per unit of the product.
Delivery_Charges	Shipping cost applied to the transaction.
Coupon_Status	Status of coupon use: Used or Not Used.
Coupon_Code	The applied coupon code, if any.
Discount_pct	Percentage discount applied through a coupon.
Payment_Method	Payment method (PayPal, Credit Card, Cash, etc.).
Shipping_Provider	Delivery service used (e.g., StarTrack, CouriersPlease).
Transaction_Rating	Synthetic score (1–5) reflecting customer satisfaction.