

Retail Sales Project Overview

This dataset contains household-level transactions over two years from a group of 2,500 households who are frequent shoppers at a retailer.

It contains all of each household's purchases, not just those from a limited number of categories.

For households, demographic information as well as direct marketing contact history are included.

1. HH_demographic: This table likely contains demographic information about households. It may include columns such as household_key

(a unique identifier for each household), AGE_DESC (age range or category of the household), MARITAL_STATUS_CODE (marital status of the household),

INCOME_DESC (income level or range of the household), HOMEOWNER_DESC (homeownership status of the household), HOUSEHOLD_SIZE_DESC (size of the household),

KID_CATEGORY_DESC (number of children in the household), and more. This table provides a comprehensive view of the demographic characteristics of each household.

2. Campaign_desc: This table likely contains descriptions or details of marketing campaigns. It may include columns such as campaign_id (a unique identifier for each campaign), campaign_start_date, campaign_end_date, campaign_type, and other relevant information.

3. Campaign_table: This table provides information about the different marketing campaign Types that have been conducted.

4. Coupon: This table likely contains information about coupons or discounts offered to customers. It may include columns such as coupon_id (a unique identifier for each coupon), PRODUCT_ID, CAMPAIGN and other relevant

details. This table provides information about the available coupons on different Product.

5. Coupon_redempt: This table likely contains data about coupon redemptions. It may include columns such as household_keyredemption_dat, coupon_id

and other relevant information. This table helps track and analyze the usage and effectiveness of coupons

6. Product: This table likely contains information about different products. It may include columns such as product_id, product_name, category, brand,

price, and other relevant attributes. This table provides details about the available products.

7. Transaction_data: This table likely contains data related to customer transactions. It may include columns such as household_key, BASKET_ID, date, product_id,

quantity, price, and other relevant information. This table helps track and analyze customer purchases, including the products bought,

quantities, prices, and transaction details