

Dataset Column Descriptions

Identifiers

ID

A unique identifier for each customer–product–week record.

customer_id

An anonymised ID representing a unique customer on the Farm to Feed platform.

product_unit_variant_id

A unique identifier for a specific sellable product variant (e.g. a specific grade–unit combination).

week_start

The start date (Monday) of the week for which the record applies. All behavioural and target variables are aligned to this weekly window.

qty_this_week

Total quantity (in units) of this product purchased by the customer in the current week.

num_orders_week

Number of separate orders containing this product placed by the customer during the week.

spend_this_week

Total monetary amount the customer spent on this product in the week.

purchased_this_week

Binary indicator:

- **1** if the customer purchased the product at least once this week,
- **0** otherwise.

product_id

Higher-level product identifier .

grade_name

The grade of the product.

unit_name

The selling unit for the product (SKU) (e.g. kg, bunch, pack).

product_grade_variant_id

ID representing a specific grade–unit configuration of a product.

selling_price

The price per unit during the corresponding week.

customer_category

A category label representing the customer segment (e.g. retailer, hotel, food service).

customer_status

Operational status of the customer account (e.g. active, inactive).

customer_created_at

Timestamp indicating when the customer first registered on the platform.

Targets

1-Week Horizon (next 7 days)

Target_qty_next_1w

The total quantity the customer will purchase of this product (SKU) in the **next 1 week**.

Target_purchase_next_1w

Binary indicator (0/1) showing whether the customer will purchase the product at least once in the **next 1 week**.

2-Week Horizon (next 14 days)

Target_qty_next_2w

Total quantity purchased over the **next 2 weeks**.

Target_purchase_next_2w

Binary indicator for whether the product is purchased at least once in the **next 2 weeks**.