

# 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**.