

DATA DICTIONARY(OLIST ECOMMERCE MARKETING + SALES)

Table olist_orders_dataset:


| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|-------------------------------|---|---|
| order_id |  | Unique purchase ID |
| customer_id: | INTEGER | Key to the customer dataset, each purchase has a unique customer_id |
| order_status | STRING | Purchase status |
| order_purchase_timestamp | DATETIME | Time of purchase |
| order_approved_at | DATE | Purchase approval time |
| order_delivered_carrier_date | DATE | Purchase posting time |
| order_delivered_customer_date | DATE | Purchase delivery time |
| order_estimated_delivery_date | DATE | Estimated delivery time informed to the buyer at the time of purchase |

Table olist_order_items_dataset:


| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|---------------------|---|---|
| order_id | INTEGER | Unique purchase ID |
| order_item_id: |  | Sequential number that identifies items included in the same purchase |
| product_id | INTEGER | Unique product ID |
| seller_id | INTEGER | Seller's unique ID |
| shipping_limit_date | DATE | Deadline for delivery of the product to the delivery service |
| price | DECIMAL NUMBER | Price of the item upon purchase |
| freight_value | DECIMAL NUMBER | Shipping price corresponding to the item |

Table olist_sellers_dataset:


| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|------------------------|---|---|
| Seller_id |  | Unique purchase ID |
| Seller_zip_code_prefix | INTEGER | Key to the customer dataset, each purchase has a unique customer_id |
| Seller_city | STRING | Purchase status |
| Seller_state | STRING | Time of purchase |

Table olist_products_dataset:


| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|----------------------------|---|-----------------------------------|
| Product_id |  | Unique product ID |
| product_category_name | STRING | Root of the product category |
| Product_name_lenght | INTEGER | Length of the product name |
| Product_description_lenght | INTEGER | Length of the product description |
| Product_photos_qty | INTEGER | Number of product photos |
| Product_weight_g | DECIMAL NUMBER | Product weight in grams |
| Product_lenght_cm | DECIMAL NUMBER | Product length in centimetres |
| Product_height_cm | DECIMAL NUMBER | Product height in centimetres |
| Product_width_cm | DECIMAL NUMBER | Product width in centimetres |

Table olist_customers_dataset:


| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|--------------------------|---|-----------------------------------|
| Customer_id |  | Unique product ID |
| Customer_unique_id | INTEGER | Root of the product category |
| Customer_zip_code_prefix | INTEGER | Length of the product name |
| Customer_city | STRING | Length of the product description |
| Customer_state | STRING | Number of product photos |

Table olist_reviews_dataset:


| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|-------------------------|---|---|
| Review_id |  | Unique review id |
| Order_id | INTEGER | Unique order id |
| Review_score | DECIMAL NUMBER | Rating from 1 to 5 given by the buyer |
| Review_comment_title | STRING | Title of the review |
| Review_comment_message | STRING | Review comment |
| Review_creation_date | DATE | Date the satisfaction survey was sent to the buyer |
| Review_answer_timestamp | DATETIME | Date the buyer responded to the satisfaction survey |

Table order_payments_dataset:


| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|----------------------|---|---|
| order_id |  | Unique identifier of an order. |
| payment_sequential | INTEGER | A customer may pay an order with more than one payment method. If he does so, a sequence will be created to accommodate all payments. |
| payment_type | STRING | Method of payment chosen by the customer |
| payment_installments | INTEGER | number of instalments chosen by the customer |
| payment_value | DECIMAL NUMBER | transaction value. |

Table order_geolocation_dataset:


| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|-----------------------------|---|----------------------------|
| geolocation_zip_code_prefix |  | first 5 digits of zip code |
| geolocation_lat | DECIMAL NUMBER | Latitude |
| geolocation_lng | DECIMAL NUMBER | Longitude |
| geolocation_city | STRING | City |
| geolocation_state | STRING | State |

Table olist_marketing_qualified_leads_dataset:




| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|--------------------|---|---|
| mql_id |  | Marketing Qualified Lead id |
| first_contact_date | DATE | Date of the first contact solicitation |
| landing_page_id | STRING | Landing page id where the lead was acquired |
| Type of media | STRING | where the lead was acquired |

Table olist_closed_deals_dataset:

| DATA HEADER | DATA TYPE | DATA DESCRIPTION |
|-------------------------------|---|---|
| mql_id |  | Marketing Qualified Lead id |
| seller_id |  | Seller id |
| sdr_id | STRING | Sales Development Representative id |
| sr_id | STRING | Sales Representative id |
| won_date | DATE | Date the deal was close |
| business_segment | STRING | Lead business segment. Informed on contact |
| lead_type | STRING | Lead type. Informed on contact. |
| lead_behaviour_profile | STRING | Lead behaviour profile. SDR identifies it on contact. |
| has_company | STRING | Does the lead have a company (formal documentation)? |
| has_gtin | STRING | Does the lead have Global Trade Item Number (barcode) for his products? |
| average_stock | STRING | Lead declared average stock. Informed on contact. |
| business_type | STRING | Type of business (reseller/manufacture etc.) |
| declared_product_catalog_size | DECIMAL NUMBER | Lead declared catalogue size. Informed on contact. |
| declared_monthly_revenue | DECIMAL NUMBER | Lead declared estimated monthly revenue. Informed on contact. |