# Company Information Document for RAG Systems

## Company Profile

Company Name: NovaCart Analytics Ltd.

Founded: 2015

Headquarters: Amsterdam, Netherlands

Industry: AI-Powered E-commerce Analytics

Vision: Empowering e-commerce brands with data-driven decisions that grow revenue and improve customer loyalty.

Core Services:

- Real-time sales intelligence dashboards

- Customer segmentation and behavior prediction

- Product performance and seasonal trend analysis

- Dynamic pricing recommendation engines

Client Segments:

- Online retailers (B2C)

- Marketplace sellers (Amazon, eBay)

- Digital marketing agencies

- Business intelligence teams in retail enterprises

## Data Infrastructure

NovaCart’s system relies on a structured database that tracks customer orders in a table named 'orders'. The dataset is refreshed hourly and includes:

|  |  |  |
| --- | --- | --- |
| Column Name | Type | Description |
| order\_id | Integer | Unique identifier for each order |
| customer\_name | Text | First name of the customer |
| order\_date | Date | The day the order was placed (in ISO 8601 format) |
| amount | Decimal | Total order amount in USD |
| payment\_method | Text | Payment type (e.g., Credit Card, PayPal, Apple Pay) |
| product\_category | Text | Category of the purchased item (e.g., electronics, fashion) |

Date Range: October 2022 – April 2024

Update Frequency: Hourly

## Sample Analytical Insights

- Customers aged 25–34 made 42% of purchases in Q1 2024.

- Average cart value on weekends is 12% higher than weekdays.

- Mobile device users prefer PayPal over credit cards by 1.7x.

- March 2024 saw the highest order count in the past 12 months.

- Top product category by revenue in 2023: Electronics

## Data Governance and Privacy

- All customer data is anonymized before analysis.

- Only authorized analysts and systems can access sensitive metrics.

- The platform is GDPR, CCPA, and ISO/IEC 27001 compliant.

- No raw data is shared with external parties without explicit consent.

- Data backups are encrypted and stored in EU data centers.

## Usage in RAG Systems

This document is intended to serve as background context for Retrieval-Augmented Generation systems. When LLMs receive user queries such as:

"What payment method do most customers use on weekends?"

"Is electronics still our top-selling category?"

"Has customer spending increased in Q1 2024?"

They should refer to summarized patterns, column definitions, and company goals in this document to enhance accuracy and relevance.

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Prepared for: NovaCart LLM Integration Team

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