



Online Product Sales

Predict the online sales of a consumer product based on a data set of product features.

\$22,500 · 363 teams · 5 years ago

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Competition Data

[Edit](#)[sample_submission_us...](#)**TestDataset.csv** 591.96 KB[Download](#)[TestDataset.csv](#)[TrainingDataset.csv](#)[sample_code.R](#)

Data Description

We have shared the data in the comma separated values (CSV) format. Each row in this data set represents a different consumer product.

The first 12 columns (Outcome_M1 through Outcome_M12) contains the monthly online sales for the first 12 months after the product launches.

Date_1 is the day number the major advertising campaign began and the product launched.

Date_2 is the day number the product was announced and a pre-release advertising campaign began.

Other columns in the data set are features of the product and the advertising campaign. Quan_x are quantitative variables and Cat_x are categorical variables. Binary categorical variables are measured as (1) if the product had the feature and (0) if it did not.