

ALL_PRODUCTS_DATA	
string	brand
boolean	all_vegan
boolean	partial_vegan
boolean	bad_parent_company
boolean	black_owned
boolean	ulta
boolean	sephora
boolean	beauty_bay
boolean	cult_beauty
boolean	nordstrom

brand-retailer insight

PRODUCT_RETAILER_ATTRIBUTES	
string	retailer
string	attribute
int	count

ULTA_REVIEWS	
string	review_title
string	review_text
boolean	verified_buyer
date	review_date
string	review_location
int	review_upvotes
int	review_downvotes
string	product
string	brand
date	scrape_date

review breakdown

REVIEW_DETAILS	
string	product
string	brand
string	review_title
string	review_text
string	review_location
boolean	verified_buyer
int	review_upvotes
int	review_downvotes

aggregated stats

PRODUCT_REVIEW_SUMMARY	
string	product
int	total_reviews