# Data Dictionary – Fashion E-commerce Dataset

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| Column Name | Description |
| CustomerID | Unique identifier for each customer |
| Gender | Gender of the customer |
| Age | Age of the customer in years |
| Location | City of the customer |
| PreferredStyle | Most frequently purchased fashion style |
| PurchaseFrequency | Number of purchases made in the last 6 months |
| AverageBasketValue | Average value of a customer's purchase (in INR) |
| LastPurchaseDate | Date of the customer's most recent purchase |
| SignupDate | Date when the customer signed up |
| DeviceUsed | Device used most often to shop (Mobile/Desktop/Tablet) |
| ReturnRate | Ratio of returned items to total purchases |
| LoyaltyTier | Loyalty program level (Bronze to Platinum) |
| Rating | Average customer rating given to purchased products (1 to 5) |