

Description of data variables.

Metal content: the total weight of a particular precious metal in the product

Metal: the metal type of the product gold, silver, platinum, palladium and none

Grading Service: if the product is certified a grading service should be indicated this will correspond to the service PCGS, NGC or N/A

Product type: the type of product we have classified the product as Bullion, Semi-Numi, Numi, Jewelry, supplies, other

Bullion type: this is a form factor variable indicating the form of the product bar, coin, round, ect.

Country of origin: what is the original country of origin for the product USA, Canada, Germany ect.

Sell formula: is the formula we use to price the product on the website. 3 type % of spot, \$ over Spot, and fixed price

Rank: is a value that is derived off of demand, margin, and site traffic that indicates the overall value of a product to the company. It is ranked 1-4 with 1 being the top products. There are approximately 200 #1 SKU's in the system these tend to be our core bullion products.