# Data set description

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| Column name | Variable description |
| seller | the ID of the seller |
| buyer\_segment | the buyer segment for the seller, which indicates how often the seller buys on eBay, and for what value he buys if he does, e.g. '5. Infrequent Mid Spenders' |
| full\_category | the full category in which the seller's auction was listed, e.g. “Cameras & Photo:Lenses & Filters:Lenses” |
| category | the high-level category in which the seller's auction was listed, e.g. “Lenses” |
| auction\_duration | the duration of the auction in days |
| start\_price | the start price of the auction |
| total\_bids | the total number of bids the auction received |
| first\_2d\_bids | the number of bids the auction receives in the first 2 days |
| last\_2d\_bids | the number of bids the auction receives in the last 2 days |
| final\_price | the final (closing) price of the auction |
| final\_price\_cat\_pctl | the percentile of the final price within the auction's full category. This is a rough proxy for how high the final price was compared to similar (not the same!) items. |
| last\_7d\_searches | the number of searches the seller executed in the last 7 days before the auction ended. |
| last\_7d\_item\_views | the number of items the seller viewed in the last 7 days before the auction ended. |
| last\_7d\_purchases | the number of purchases by the seller in the last 7 days before the auction ended. |
| last\_2d\_searches | the number of searches the seller executed in the last 2 days before the auction ended. |
| last\_2d\_item\_views | the number of items the seller viewed in the last 2 days before the auction ended. |
| last\_2d\_purchases | the number of purchases by the seller in the last 2 days before the auction ended. |
| after\_7d\_value | the value of all purchases by the seller in the 7 days after the auction ended. |
| after\_7d\_purchases | the number of purchases by the seller in the 7 days after the auction ended. |

19 columns total