* List Price (=GMV/Units)
* Promotion Offered =(MRP-ListPrice)/MRP
* List price inflation (=List price current week - Avg of List price of previous 3/4/5 weeks)
* Lag Sale (GMV of previous week or Avg GMV of previous 3/4 weeks)
* Lag Promotion  (Promotion of previous week or Avg promo previous 3wks)
* Weekly or Monthly Change in Promotion (current minus previous promotion)
* Adstock of each commercial spends (calculated over Investment Amount assuming it is proportional to TRP, as TRP value not given)
* Log of Adstock
* Log of GMV
* Log of other independent variables like NPS
* Product Premium-ness (whether it is premium or mass product based on MRP range) : use Cluster Analysis-List Price, Units, MRP aggregated analytical vertical level
* Electronic Market Revenue (monthly Elect. Ecom revenue in India from Internet source)
* Weather - Temperature or Rainfall (staying indoors due to rain or heat buys online)
* Indian Holiday calendar (separate from the special sale week in dataset)