* **Account length**: “Information on how many days the user has been a member of the site” — Could indicate if a customer has been a long-term customer or is a new customer. Combining this information with number of sessions, duration of sessions, number of transactions, value of transactions, etc it can tell us whether new customers tend to behave differently than long-term customers.
* **Location code**: “Customer Location Code” — Do people from the same location code have a similar pattern when using the store?
* **User Id**: “Unique identifier for each customer” — Unique ids are useful for grouping and for mapping predictions back to them if we use them as an index.
* **Add to Wishlist**: “Number of times a customer added items to the wish-list” — See if the people who add lots of things in their wish-list tend to have higher or lower value of transactions. Or more or less frequent transactions, etc…
* **Desktop Sessions**: “Number of customer’s desktop sessions” We can see if people from specific locations tend to use desktop version of the store more than the app
* **App Sessions**: “Number of customer’s app sessions” — Are people who use the app more likely to add items to their cart per session?
* **Desktop Transactions**: “Number of purchases done by the customer from the desktop”
* **Total Product Detail Views**: “Number of product detail views per customer”
* **Session Duration**: “How long each customer’s website session lasted for”
* **Promotion Clicks**: “How many times each customer clicked on a promotion”
* **Sale Product Views**: “How many products that are in sale each customer viewed”
* **App Transactions**: “Number of purchases done by the customer from the app”
* **Avg Order Value**: “The Average value of an order per customer”
* **Discount Rate Per Visited Products**: “The average discount rate per product visited by the customer”
* **Add to Cart Per Session**: “The average number of items added to cart by the customer per session”
* **Product Detail View Per App Session**: “The average number of product details viewed by customers while using the app”
* **Credit Cart Info Save (Categorical yes/no**): “Whether the customer has saved their credit card info in the system”
* **Push Status (Categorical yes/no):** “Whether the customer allows push notifications or not”
* **Churn**: “Binary variable, indicating if the customer is churn. A churn is a customer that has decided to stop using the product. In the e-commerce data it can be used as a target variable for predictive models since predicting whether a customer will stop using your product can help you to potentially prevent this from hapenning.”