Sales:

1. Order ID
2. Date and Time
3. Location ID (Country, City)
4. Customer Geo-location (Lat,Long)
5. Product Type
6. Product
7. Product ID
8. Quantity Sold
9. Price and Discount
10. Price
11. If there was a campaign?
12. Payment method
13. Customer Demographics (Gender, Age)

Returns:

1. Order ID
2. Return Status
3. Return Requisition Date
4. Returned Date
5. Way of asking return (phone, mail, store presence)
6. Reason (Category)
7. Reason (Sub-Category)

Sentiment Analysis:

1. Date (Y-M-D)
2. Time
3. Order ID (Or, Product ID + Geolocation+Price+Product+Product ID)
4. Location ID
5. Geo Location
6. Customer Demographics (Gender, Age)
7. Sentiment
8. Sentiment Class