This file contains all the meta information regarding the columns described in the Excel files. We have provided 4 Excel files:

1. dim_customers

2. dim_geography

3. dim_menu Items

3. fact_order_details

❖ Column Description for **dim_customers:**

1) **Customer_ID:** This column represents the unique identifier assigned to each customer.

2) **Name:** This column represents the name of the customer who ordered.

3) **Age:** This column represents the age of customer

4) **Gender:** This column represents the gender of the customer. (Male, Female)

❖ Column Description for **dim_geography**:

1) **City_ID:** This column represents the ID of the city.

2) **City:** This column represents name of the city where restaurant is located. ("New York", "Chicago", "San Francisco", "Dallas", "Indianapolis", "San Jose", "Los Angeles","Houston","Atlanta", "Philadelphia")

3) **State:** This column represents name of state corresponds to city.

❖ Column Description for **dim_menu items**:

1) **item_id:** This column represents the id of food item

2) **item_name:** This column represents the name of food/bevarages.

3) **item_category:** This column represents the category of corresponding item

4) **price:** this column represents the unit price of each item.

❖ Column Description for **fact_Order_details**:

1) **Customer_ID:** This column represents the id of each customer who order placed.

2) **City_ID:** This column represents the ID of the city.

3) **item_id:** This column represents the id of food item

4) **marketing_channel:** This column represents the response received for the below question.

     a. Which marketing channels or platforms do you often come across this restaurant advertisements?
        i. TV ads
        ii. Social media
        iii. Online ads
        iv. outdoor signboards
        v. other

5) **Order_date:** This column represents the order placed date by customer.

6) **Order_qty:** This column represents the how many quantity orders ordered by customer.

7) **Recommendation:** This column represents the response received from customer for below question

8) Would you be more likely to recommend this food to your friend/neighbours?
     i. Yes
     ii. No
     iii. Not sure

9) **Purchase_type:** This column represents how the customer ordered the food item.(Online/Offline)

10) **Price_range:** This column represents the response received from customer for below question

11) what is your response for this price?
     a. High
     b. Medium
     c. Reasonable

12) **Taste_experience:** This column represents the response received for the below question.
     a. If yes, how would you rate the taste and overall experience?
          i. 1 (Poor)
          ii. 2 (Below average)
          iii. 3 (Average)
          iv. 4 (Good)
          v. 5 (Excellent)