

# Understanding the Dataset

POS\_Data

Online\_Data

Offline\_Data

Product\_Attribute\_Data

VPC\_Data

Search\_Rank\_Data

Synergix Solutions has collected data in 6 different tables.  
Let's take a look at what each of these tables contain.

# Data Dictionary - POS\_Data

POS Data - Weekly Level	Description
SKU_ID	SKU ID
Date	Date at which the order was executed - converted to weekend date
Product	Product Description
Manufacturer	Manufacturer name
Sector	Sector name
Category	Category name
Segment	Segment name
Brand	Brand name
Revenue(\$)	Sales in dollars
quantity_sold	Total no units sold
Price_per_unit	Price
Page_traffic	No of people who have visited that product

This table contains the sales for each product aggregated on a weekly basis.

# Data Dictionary - Online\_Data

Online_Data - Weekly level	Definitions
SKU_ID	SKU ID for which the online campaign was executed
Date	Date - converted to weekend date
Online_Campaign_Id	No of campaigns running for the SKU ID in the week
Online_Impressions	Total no of impressions
Online_Clicks	Total no of clicks
Online_Cost	Total cost

This table includes the weekly campaign details for each product. The date is again the weekly date.

# Data Dictionary - Offline\_Data

Offline_Media	Definitions
Brand	Brand name
Date	Date - converted to weekend date
num_unique_campaigns	No of campaigns running for the Brand in the week
Country	Country applicable to
Video_Impressions	Total no of video impressions
Video_Clicks	Total no of video clicks
Video_Cost	Video Cost
Image_Impressions	Total no of image impressions
Image_Clicks	Total no of image clicks
Image_Cost	Image Cost

This table includes the weekly offline campaign. The date is again the weekly date.

# Data Dictionary - Product\_Attribute\_Data

Product_Attribute_Data - Daily level	Definitions
SKU_ID	SKU_id
Date	Date
1_Star_Rating	Total no of 1 star rating
2_Star_Rating	Total no of 2 star rating
3_Star_Rating	Total no of 3 star rating
4_Star_Rating	Total no of 4 star rating
5_Star_Rating	Total no of 5 star rating
Product Availability	Product_availability
Image_Count	Total no of images available for the product ID on the website
Video_Count	Total no of videos available for the product ID on the website
Bullet_Count	Total no of bullet points for the product ID on the website
Title_Count	Total no of title count for the product ID on the website
Description_Length	Length of the description (character length)

This table contains the daily data for the ratings of each product, product description length, availability of the product, etc. This is the only table with daily data.

# Data Dictionary - VPC\_Data

VPC (Vendor Powered Coupons) Data	Definitions
SKU_ID	SKU id
Date	Date - converted to weekend date
num_of_promotions	No. of promotions running for the SKU in the week
Variable Spend on Promotion	Variable amount spent to enable discount
Sum of Spend	Amount spend for the promotion

This table contains the number of promotions for each product, the total number of products sold through these promotions or coupons, and the amount spent on promotions aggregated on a weekly level.

# Data Dictionary - Search\_Rank\_Data

Search Rank	Definitions
SKU_ID	SKU_id
Date	Date converted to weekend date
Search Terms (nunique)	No. of search terms for the SKU in the week
Organic Search Rank	Median Organic rank

This table contains the search rank for the product in a week and median organic search rank for that product. This table is at a weekly level.