| **Column** | **Type** | **Description** |
| --- | --- | --- |
| user\_id | int | Unique user identifier |
| group | string | "A" (control) or "B" (variant) |
| converted | int | 1 if user converted (made a purchase), else 0 |
| country | string | User’s country (for segmentation) |
| device | string | Device type (desktop, mobile, tablet) |
| timestamp | datetime | Time of interaction |