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| **Id** | an Id that represents a (Store, Date) duple within the test set |
| **Store** | a unique Id for each store |
| **Sales** | the turnover for any given day (this is what you are predicting) |
| **Customers** | the number of customers on a given day |
|  | The growing number of customers determines the probability of having higher sales. |
| **Open** | an indicator for whether the store was open: 0 = closed, 1 = open |
|  | Stores which are open most of the time should have higher sales as they are available to serve many customers at all times. Not all customers have different schedules and preferences. |
| **StateHoliday** | indicates a state holiday. Normally all stores, with few exceptions, are closed on state holidays. Note that all schools are closed on public holidays and weekends. a = public holiday, b = Easter holiday, c = Christmas, 0 = None |
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| **SchoolHoliday** | indicates if the (Store, Date) was affected by the closure of public schools |
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| **StoreType** | differentiates between 4 different store models: a, b, c, d |
|  | Personalizing store models according to customer needs and preferences, leads to increase in sales, because customer satisfaction increases when they find their needs and the services meets their preferences. |
| **Assortment** | describes an assortment level: a = basic, b = extra, c = extended |
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| **CompetitionDistance** | distance in meters to the nearest competitor store |
|  | Stores having similar establishments nearby should have less sales because of more competition. |
| **CompetitionOpenSince[Month/Year]** | gives the approximate year and month of the time the nearest competitor was opened |
|  | Competitors with longer experience can be source of decreasing the sales. |
| **Promo** | indicates whether a store is running a promo on that day |
|  | Better promotion of products in the store should higher sales in most cases. |
| **Promo2** | Promo2 is a continuing and consecutive promotion for some stores: 0 = store is not participating, 1 = store is participating |
|  | Better continuous promotion of products in the store should higher sales in most cases. |
| **Promo2Since[Year/Week]** | describes the year and calendar week when the store started participating in Promo2 |
|  | Longer continuous promotion of products in the store should higher sales in most cases. As this motivates new and old customers constantly. |
| **PromoInterval** | describes the consecutive intervals Promo2 is started, naming the months the promotion is started anew. E.g. "Feb,May,Aug,Nov" means each round starts in February, May, August, November of any given year for that store |
|  | Better continuous promotion of products in the store should higher sales in most cases. Because it creates a sense of urgency to customers to buy faster before the promotion ends. |