Customer Feature Engineering for Prediction

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	A	B	C	D	E	F	G	H	I
1	Feature Name	What it Represents	Why it Helps Prediction	Limitation or Caveat					
2	Frequency	The number of distinct shopping trips (Invoices) a customer has made.	Loyal customers visit more often. High frequency is usually a strong signal of high	A customer could visit often but only buy one low-cost item each time,					
3	Total Units	The cumulative number of individual items the customer has ever bought.	This separates "Wholesale/B2B" buyers from individual shoppers. Large volumes usually lead to higher spend.	It treats a cheap 50p item the same as a £50 item; it measures "bulk" but not "quality."					
4	Avg Ticket Size	The average amount of money spent during a single transaction (basket value).	This identifies "Big Spenders"—customers who may not visit often but spend a lot when they do.	A single very expensive item (like a one-off gift) can make an average shopper look like a					
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