

The Loop Clothing Exchange Customer Data

January 2025 - October 2025

Overview

This dataset contains individual-level visit data for the period January 2025 through October 2025 from The Loop clothing exchange program on the George Washington University's Mount Vernon Campus. Each row represents a single customer visit, detailing the items they took, their demographic information, their experience rating, and whether they made a donation during their visit.

Data Dictionary (Columns)

The dataset is structured with the following columns:

Column Name	Data Type	Description
Timestamp	Date-Time	The date and time the observation was recorded.
Visit Date	Date	The date of the customer's visit to the Clothing Exchange.
Demographics	Categorical	The customer's primary affiliation: Undergraduate, Graduate, Non-GW-affiliated community member, Staff, Faculty
Tops	Count	Indicates or counts the number of tops taken.
Collared Shirts	Count	Indicates or counts the number of collared shirts taken.

Sweaters	Count	Indicates or counts the number of sweaters taken.
Pants	Count	Indicates or counts the number of pants taken.
Skirts	Count	Indicates or counts the number of skirts taken.
Shorts	Count	Indicates or counts the number of shorts taken.
Dresses	Count	Indicates or counts the number of dresses taken.
Outerwear	Count	Indicates or counts the number of outerwear items taken (e.g., coats, jackets).
Shoes	Count	Indicates or counts the number of shoes taken.
Accessories	Count	Indicates or counts the number of accessories taken (accessories are defined as anything from jewellery, to scarves, and sunglasses. Anything that is not shoes or clothing ends up in this category.)

Experience Rating	Ordinal (1-5)	The customer's rating of their experience on a 5-point Likert scale (1 = Very Poor, 5 = Excellent).
Brought Donations	Categorical	Details of any donation made during the visit: No, Yes donated in store, or Donated at blue bin.

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