Dataset: products.csv

* **Product\_ID**: Unique identifier for each product (likely in UUID format).
* **Category**: Categorical value indicating the product type (e.g., Beauty, Home Goods, Apparel, Electronics).
* **Base\_Price**: The listed selling price of the product (numeric, float).
* **Cost\_Price**: The cost incurred to acquire the product from the supplier (numeric, float).
* **Seasonal\_Impact**: A factor representing the effect of seasonal trends on the product's performance (numeric, float).
* **Storage\_Cost**: The expense associated with storing the product (numeric, float).
* **Shipping\_Cost**: The cost of shipping the product (numeric, float).
* **Warranty\_Cost**: The cost incurred for providing a warranty (numeric, float).
* **Supplier\_ID**: Identifier for the supplier (alphanumeric/text, e.g., “SUP\_1”).
* **Supplier\_Lead\_Time**: The time (likely in days) required by the supplier to deliver the product (numeric).
* **Reorder\_Point**: The stock level threshold that triggers a reorder (numeric).
* **Min\_Order\_Quantity**: The minimum number of units that must be ordered (numeric).
* **Stock\_Level**: Current inventory count for the product (numeric).
* **Rating**: Customer rating of the product, usually on a scale (numeric, float).
* **Review\_Count**: Number of customer reviews received (numeric).
* **Launch\_Date**: The date the product was launched (date in dd-mm-yyyy format).
* **Brand**: The brand or manufacturer associated with the product (text).
* **Is\_Private\_Label**: Boolean flag indicating if the product is a private label.
* **Has\_Warranty**: Boolean flag indicating whether the product comes with a warranty.
* **Weight\_KG**: Weight of the product in kilograms (numeric, float).
* **Dimensions\_CM**: Product dimensions provided in centimeters, typically formatted as Length x Width x Height (text).
* **Country\_of\_Origin**: The country where the product was manufactured (text).
* **Eco\_Friendly**: Boolean flag indicating if the product is eco-friendly.
* **Tags**: Additional descriptive labels or tags associated with the product, presented as comma-separated values (text).

Dataset: customers.csv

* **Customer\_ID**: Unique identifier for each customer (typically in UUID format).
* **Loyalty\_Score**: Numeric value representing the customer's loyalty level.
* **Customer\_Segment**: Categorical variable classifying customers by value (e.g., High-value, Medium-value).
* **Discount\_Sensitivity**: Indicator of how sensitive the customer is to discounts (e.g., Low, Medium).
* **Region**: Geographic area where the customer is located (e.g., Europe, USA).
* **Acquisition\_Channel**: The channel through which the customer was acquired (e.g., App Notification, SMS, Web Banner, Retargeting).
* **Acquisition\_Cost**: Numeric cost associated with acquiring the customer.
* **Customer\_Lifetime\_Value**: Estimated total value a customer brings over their lifetime (numeric).
* **Preferred\_Payment**: The customer’s favored method of payment (e.g., Credit Card, Debit Card, BNPL, Store Credit).
* **Average\_Order\_Value**: The average monetary value per order made by the customer.
* **Purchase\_Frequency**: Numeric measure indicating how often the customer makes a purchase.
* **Email\_Subscription**: Boolean flag indicating if the customer is subscribed to email communications.
* **Mobile\_App\_User**: Boolean flag indicating if the customer uses the mobile app.
* **Social\_Media\_Follower**: Boolean flag indicating if the customer follows the brand on social media.
* **Age\_Group**: Categorical variable indicating the customer's age range (e.g., 35-44, 18-24, 45-54, 55+).
* **Gender**: The customer's gender (e.g., M, Other).
* **Language**: The customer's preferred language (e.g., English, German, Chinese).
* **Last\_Purchase\_Date**: The date of the customer's most recent purchase (formatted as dd-mm-yyyy).

Dataset transactions.csv

 **Transaction\_ID**: Unique identifier for each transaction.

 **Customer\_ID**: Unique identifier for the customer involved in the transaction.

 **Product\_ID**: Unique identifier for the purchased product.

 **Category**: Product category (e.g., Home Goods, Beauty, Electronics).

 **DateTime**: Date and/or time when the transaction occurred (formatted as dd-mm-yyyy).

 **Base\_Price**: Original price of the product before any discounts.

 **Discount\_Offered**: Discount amount applied to the base price.

 **Final\_Price**: Price after the discount is applied.

 **Quantity\_Purchased**: Number of units purchased in the transaction.

 **Gross\_Revenue**: Total revenue generated before deductions.

 **Net\_Revenue**: Revenue after applying discounts or other adjustments.

 **Total\_Cost**: Total cost associated with the transaction (e.g., product cost, shipping).

 **Net\_Profit**: Profit calculated after subtracting total costs from revenue.

 **Profit\_Margin**: Ratio or percentage representing the profitability of the transaction.

 **Payment\_Method**: Method used for payment (e.g., PayPal, Credit Card).

 **Processing\_Fee**: Fee incurred for processing the payment.

 **Shipping\_Method**: Shipping option selected for the transaction (e.g., Next Day, Express).

 **Shipping\_Cost**: Cost charged for shipping the product.

 **Estimated\_Delivery\_Days**: Estimated number of days for product delivery.

 **Device\_Used**: Device through which the transaction was completed (e.g., Smart TV, Desktop).

 **Region**: Geographic region where the transaction took place.

 **Customer\_Segment**: Classification of the customer based on value (e.g., Low-value, Medium-value).

 **Return\_Status**: Indicator showing whether the product was returned.

 **Return\_Reason**: Reason provided for a return, if applicable.

 **Return\_Processing\_Cost**: Cost incurred for processing a returned item.

 **Loyalty\_Score**: Customer's loyalty score at the time of the transaction.

 **Time\_on\_Site**: Duration the customer spent on the website during the session.

 **Abandoned\_Cart\_Items**: Number of items left in the cart that were not purchased.

 **Cart\_Abandonment\_Reason**: Reason why items were abandoned from the cart.

 **Marketing\_Campaign**: Marketing campaign associated with the transaction.

 **Coupon\_Code**: Coupon code applied during the purchase, if any.

 **Rating\_Given**: Customer’s rating provided for the product.

 **Review\_Length**: Length of the customer review (possibly measured in words or characters).

 **Customer\_Service\_Contacted**: Boolean indicator of whether customer service was contacted.

 **Issue\_Resolution\_Time**: Time taken to resolve any issues related to the transaction.

Dataset: marketing\_campaigns.csv

* **Campaign\_ID**: Unique identifier for each campaign (likely in UUID format).
* **Campaign\_Type**: Category or type of the campaign (e.g., Flash Sale).
* **Start\_Date**: Date when the campaign begins (formatted as dd-mm-yyyy).
* **End\_Date**: Date when the campaign ends (formatted as dd-mm-yyyy).
* **Budget**: Allocated monetary budget for the campaign (numeric, float).
* **Spend**: Actual expenditure incurred during the campaign (numeric, float).
* **Impressions**: Total number of times the campaign was displayed (numeric, integer).
* **Clicks**: Count of clicks received from the campaign (numeric, integer).
* **CTR**: Click-through rate, representing clicks relative to impressions (numeric, float or percentage).
* **Conversions**: Number of successful actions (e.g., purchases or sign-ups) resulting from the campaign (numeric, integer).
* **Conversion\_Rate**: Rate of conversions relative to clicks or impressions (numeric, float or percentage).
* **Revenue**: Total revenue generated from the campaign (numeric, float).
* **ROAS**: Return on Advertising Spend, calculated as revenue divided by spend (numeric, float).
* **CPC**: Cost per click, indicating the average cost for each click (numeric, float).
* **CPM**: Cost per thousand impressions (numeric, float).
* **Target\_Audience**: Defined audience segment for the campaign (e.g., All, Existing Customers).
* **Platform**: The platform(s) where the campaign was executed (e.g., Google, Multiple, Instagram).
* **Creative\_Type**: Format or style of the creative asset used (e.g., Carousel, Video).
* **Message\_Theme**: The thematic focus of the campaign's messaging (e.g., Social Proof, Urgency).
* **A/B\_Test\_Version**: Version indicator if the campaign involves A/B testing (e.g., A, B, or blank if not applicable).
* **Geographic\_Target**: The geographical region targeted by the campaign (e.g., USA, All Regions).
* **Device\_Target**: Specific device category targeted (e.g., Smart TV, Tablet).
* **Landing\_Page\_Conversion**: Metric indicating the conversion rate on the landing page (numeric, float).
* **Average\_Order\_Value**: Average monetary value per order generated from the campaign (numeric, float).

Dataset: market\_trends.csv

 **DateTime**: The date when the data was recorded (formatted as dd-mm-yyyy).

 **Google\_Trend\_Score**: Numeric score indicating the volume of related Google searches.

 **Market\_Sentiment**: Numeric value reflecting overall market sentiment, which can be positive or negative.

 **Social\_Media\_Sentiment**: Numeric measure capturing sentiment from social media discussions.

 **News\_Sentiment**: Numeric indicator of the sentiment expressed in news sources.

 **Industry\_Outlook**: Numeric score representing the projected outlook of the industry.

 **Inflation\_Rate**: Numeric value indicating the inflation rate, likely expressed as a percentage.

 **Consumer\_Confidence\_Index**: Index measuring the confidence level of consumers.

 **Disposable\_Income\_Change**: Numeric value showing the change in disposable income.

 **Unemployment\_Rate**: Numeric percentage representing the rate of unemployment.

 **Seasonal\_Impact**: Categorical indicator describing the effect of seasonal trends (e.g., Low).

 **Supply\_Chain\_Delays**: Numeric measure indicating the extent or duration of supply chain delays.

 **Raw\_Material\_Cost\_Index**: Numeric index tracking changes in raw material costs.

 **Energy\_Price\_Index**: Numeric index reflecting variations in energy prices.

 **Exchange\_Rate\_Impact**: Numeric value representing the impact of exchange rate fluctuations.

 **Online\_Shopping\_Index**: Numeric index that gauges the popularity or frequency of online shopping.

 **Mobile\_Shopping\_Percentage**: Numeric percentage showing the proportion of online shopping via mobile devices.

 **Weather\_Impact**: Categorical indicator (e.g., Positive or Negative) describing how weather conditions affect the market.

 **Competitor\_Activity\_Index**: Numeric index measuring the level of activity or competitiveness among industry rivals.

Dataset: competitor\_data.csv

* **Transaction\_ID**: Unique identifier for the transaction record (typically in UUID format).
* **Product\_ID**: Unique identifier for the product involved in the transaction.
* **Competitor\_ID**: Unique identifier for the competitor (e.g., "COMP\_1").
* **Competitor\_Name**: The name of the competitor offering the product.
* **Competitor\_Base\_Price**: The original price set by the competitor before any discounts (numeric, float).
* **Competitor\_Final\_Price**: The final price after applying the competitor’s discount (numeric, float).
* **Competitor\_Discount**: The discount value provided by the competitor (numeric, possibly a percentage or monetary value).
* **Price\_Difference\_Pct**: The percentage difference in price relative to a reference price (numeric, float).
* **Competitor\_Stock\_Availability**: Indicator of the competitor's stock availability (numeric, typically 1 indicates available).
* **Competitor\_Delivery\_Time**: Estimated delivery time offered by the competitor (numeric, likely in days).
* **Competitor\_Rating**: Average customer rating for the competitor’s product (numeric, float).
* **Competitor\_Review\_Count**: Number of customer reviews for the competitor’s product (numeric, integer).
* **Competitor\_Trend**: Trend indicator showing the competitor’s performance trend (e.g., "Decreasing", "Stable").
* **Market\_Share**: Competitor’s market share represented as a proportion or percentage (numeric, float).
* **Has\_Physical\_Store**: Boolean flag indicating if the competitor operates a physical store.
* **Shipping\_Cost**: Shipping cost charged by the competitor (numeric, float).
* **Warranty\_Offered**: Boolean flag indicating whether the competitor offers a warranty on the product.
* **Payment\_Options**: Representation of the payment options available from the competitor (numeric or categorical).
* **DateTime**: Date when the competitor's pricing information was recorded (formatted as dd-mm-yyyy).