

**competitor\_monthly\_costs.csv**

This dataset contains data about the monthly costs of MondoMarkets competitors from making sales on their e-commerce platforms.

* company = UUID of competitor company
* year = year
* month = month of year
* fixed\_costs\_for\_b2b\_sales = the fixed costs for that month involved in making all business-to-business sales
* variable\_costs\_for\_b2b\_sales = the variable costs for that month involved in making all business-to-business sales
* fixed\_costs\_for\_b2c\_sales = the fixed costs for that month involved in making all business-to-consumer sales
* variable\_costs\_for\_b2c\_sales = the variable costs for that month involved in making all business-to-consumer sales

**competitor\_daily\_sales.csv**

This dataset contains daily data about the sales of MondoMarkets competitors within different market segments, channels and product categories.

* company = UUID of competitor company
* date = date in YYYY-MM-DD format
* location = location of sales in UK
* market = market segment that the aggregated sales were made into
* channel = channel which the sales were made into
* product\_category = product category of the aggregated daily sales
* total\_sale\_amount = revenue generated by this product category, on the specified day, within the specified market and channel