

Data Dictionary – Wellness Business

- **Sales_Amount:** The total sales amount generated by the customer in the last purchase. This is a continuous variable representing monetary value.
- **Customer_Age:** The age of the customer in years. A continuous variable that can be used to understand the age distribution of customers.
- **Transaction_Count:** The total number of transactions made by the customer on the platform.
- **Product_Category:** Categorical variable indicating the category of the product purchased (e.g., 'Type_A', 'Type_B', 'Type_C', 'Type_D').
- **Region:** The geographical region from which the customer made the purchase (e.g., 'North', 'South', 'East', 'West').
- **Repeat_Customer:** Binary categorical variable indicating whether the customer has made more than one purchase ('Yes', 'No').
- **Income_Level:** Categorical variable representing the customer's income level ('Low', 'Medium', 'High').
- **Customer_Lifetime_Value:** A continuous variable estimating the total net profit attributed to the entire future relationship with a customer.
- **Annual_Spend:** The total amount spent by the customer on the platform over the last year.
- **Average_Discount_Utilized:** The average percentage of discount utilized by the customer across all purchases.
- **Session_Duration_Minutes:** The average duration of a customer's browsing session on the platform, in minutes. A continuous variable.
- **Page_Views_per_Session:** The average number of pages viewed by the customer during a browsing session. Continuous variable.
- **Ad_Clicks_per_Session:** The average number of advertisement clicks per session by the customer. A continuous variable.
- **Products_Viewed_per_Session:** The average number of different products viewed by the customer in a single session. A continuous variable.
- **Subscription_Status:** Binary categorical variable indicating whether the customer is subscribed to a membership or service ('Subscribed', 'Not_Subscribed').