# Dataset Summary: Stockist Data

This document provides a detailed overview of the 'stockist\_data' dataset. It contains 30,000 records and 31 columns, capturing partner-level sales activities, product engagements, discounts, and competition insights over time. The dataset structure is well-suited for trend analysis, scheme optimization, and forecasting use cases.

## Dataset Granularity

The dataset operates at the Partner × Date level. Each row corresponds to a unique partner’s transactions on a specific date. Product purchases are indicated using binary flags (1 for purchased, 0 otherwise). This granularity enables time-based analytics and behavioral profiling of stockists.

## Product Purchase Flags (Binary)

The following columns indicate whether a specific product was purchased (1) or not (0) by the stockist on the given date:

* • AIS (Air Insulated Switchgear)
* • RMU (Ring Main Unit)
* • PSS (Compact Sub-Stations)
* • VCU (Vacuum Contactor Units)
* • E-House
* • VCB (Vacuum Circuit Breaker)
* • ACB (Air Circuit Breaker)
* • MCCB (Moduled Case Circuit Breaker)
* • SDF (Switch Disconnectors)
* • BBT (Busbar Trunking)
* • Modular Switches
* • Starter
* • Controller
* • Solar Solutions
* • Pump Starter and Controller

## Partner & Market Context

• Partner\_id: Unique identifier for the partner or stockist.

• Geography: Region where the partner operates.

• Stockist\_Type: Type of partner (e.g., Retailer, Wholesaler).

• Scheme\_Type: Promotional scheme applied (e.g., Cashback, Loyalty).

## Sales & Pricing Metrics

• Sales\_Value\_Last\_Period: Total sales value from the previous period.

• Sales\_Quantity\_Last\_Period: Number of units sold in the previous period.

• MRP: Maximum Retail Price of the product.

• Discount\_Applied: Discount percentage applied during the period.

• Bulk\_Purchase\_Tendency: Indicates if the stockist tends to purchase in bulk (1 = yes).

## Competitive Intelligence

The dataset includes competitor pricing and discount information:

• Competitor\_Price: Price offered by competitors.

• Competitor\_Discount: Discount percentage given by competitors.

## Time Information

• Date: Exact transaction date.

• Month: Month extracted from the transaction date.

• Year: Year extracted from the transaction date.

• Sales\_Value\_Last\_Period\_3M\_Ago: Sales value recorded three months prior.

• Discount\_Applied\_3M\_Ago: Discount applied three months prior.

## Key Observations

• Each row represents a partner's product activity on a specific date.

• 15 product categories are recorded as binary purchase flags.

• Time-based metrics and historical comparisons enable longitudinal analysis.

• Competitor pricing and scheme data enhance comparative strategy design.

• Useful for models involving demand forecasting, scheme effectiveness, and market penetration.