# Dataset Summary: Augmented Stockist Data

This document provides a detailed overview of the 'Augmented\_Stockist\_Data' dataset, which captures aggregated sales interactions between stockists (partners) and products across geographies. The data is structured to support analysis around stockist behavior, promotional scheme effectiveness, and product performance.

## Dataset Granularity

The dataset operates at the Product × Partner × Geography level, representing a summarized view per unique combination. Each row provides metrics for a specific product sold by a specific partner in a particular geography during a defined time window (e.g., the last period). It is not raw transaction-level data, but rather an aggregated transactional snapshot useful for strategic insights.

## Dataset Features

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| Column Name | Description |
| Partner\_id | Unique identifier for the stockist or partner. |
| Product\_id | Unique identifier for the product. |
| Geography | Region where the sale occurred (e.g., North, South, East, West). |
| Stockist\_Type | Type of stockist (e.g., Wholesaler, Retailer, Distributor). |
| Scheme\_Type | Type of scheme applied (e.g., Cashback, Discount, Volume-based). |
| Sales\_Value\_Last\_Period | Total sales value in the previous period. |
| Sales\_Quantity\_Last\_Period | Number of units sold in the previous period. |
| MRP | Maximum Retail Price of the product. |
| Growth\_Percentage | Sales growth rate compared to previous period. |
| Discount\_Applied | Percentage discount applied on the product. |
| Bulk\_Purchase\_Tendency | Indicates tendency to purchase in bulk (Low, Medium, High). |
| New\_Stockist | Boolean indicating if the partner is a new stockist. |
| Feedback\_Score | User/partner satisfaction score (1 to 5 scale). |

## Key Insights

• Most frequent stockist: P1001 with 3,447 transactions.

• Highest sales region: North.

• Mean Sales Value: ₹2.5 lakhs.

• Average MRP: ₹25,525.

• Average Discount Applied: ~10%.

• Average Sales Growth: 20%.

• Approximately 50% of records are from new stockists.

• Average Feedback Score: ~3/5.