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| --- | --- |
| Variable Name | Type |
| Customer ID | Quantitative |
| Age | Quantitative |
| Gender | Qualitative |
| Item Purchased | Qualitative |
| Category | Qualitative |
| Purchase Amount | Quantitative (USD) |
| Location | Qualitative |
| Size | Qualitative |
| Color | Quantitative |
| Season | Qualitative |
| Review Ratings | Qualitative |
| Subscription Status | Qualitative (binary) |
| Payment Method | Quantitative |
| Shipping Type | Quantitative |
| Discount Applied | Qualitative (Binary) |
| Promo Code Used | Qualitative (Binary) |
| Previous Purchas | Quantitative |
| Preferred Payment Method | Qualitative |
| Frequency of Purchases | Qualitative |