

## Meta Data

Table 1: Descriptive features for the empirical data.

Feature name	Feature description	Range of values
Category	33 keywords of the various products	33
Date	month from January 2020 to March 2022	12
Search volume	search volume extracted from keywords everywhere	441400-723700
Amazon search	search volume on amazon extracted from the helium 10	115344-499383
Brand sales1-3	actual purchase for three brands	144-53038
Sales Rank1-3	sales rank for three brands	70-109759
New Price1-3	new price for three brands	40-143
List Price1-3	the list price for three brands	65-75
Review Count1-3	customers' reviews on products for three brands	1-40309
Rating1-3	products rated by customers for three brands	4.25-4.5

Table 1 describes the features used in the final dataset. The 'Date' column covers the period from January 2017 to March 2022, including each month. The 'Search Volume' column represents search volumes extracted from the Keywords Everywhere tool in the United States over the same time period. The 'Amazon Search Volume' column represents global Amazon search volumes, as extracted from the Helium 10 tool between January 2019 and March 2022.

The 'Category' column encompasses 37 keywords representing various products that served as inputs for the API tools.