products

product_id	unique product identifier	object
product_category_name	root category of product, in Portuguese	object
product_name_lenght	number of characters extracted from the product name	float64
product_description_lenght	number of characters extracted from the product description	float64
product_photos_qty	number of product published photos	float64
product_weight_g	product weight measured in grams	float64
product_length_cm	product length measured in centimeters	float64
product_height_cm	product height measured in centimeters	float64
product_width_cm	product width measured in centimeters	float64

category

product_category_name	category name in Portuguese	object
product_category_name_english	category name in English	object

geolocation

geolocation_zip_code_prefix	first 5 digits of zip code	int64
geolocation_lat	latitude	float64
geolocation_lng	longitude	float64
geolocation_city	city name	object
geolocation_state	state	object

order_payments

order_id	unique identifier of an order	object
payment_sequential	a customer may pay an order with more than one payment method. If he does so, a sequence will be created to accommodate all payments	int64
payment_type	method of payment chosen by the customer	object
payment_installments	number of installments chosen by the customer	int64
payment_value	transaction value	float64

order_reviews

review_id	unique review identifier	object
order_id	unique order identifier	object
review_score	note ranging from 1 to 5 given by the customer on a satisfaction survey	int64
review_comment_title	comment title from the review left by the customer, in Portuguese	object
review_comment_message	comment message from the review left by the customer, in Portuguese	object
review_creation_date	shows the date in which the satisfaction survey was sent to the customer	object
review_answer_timestamp	shows satisfaction survey answer timestamp	object

orders

order_id	unique identifier of the order	object
customer_id	key to the customer dataset. each order has a unique customer_id	object
order_status	reference to the order status (delivered, shipped, etc)	object
order_purchase_timestamp	shows the purchase timestamp	object
order_approved_at	shows the payment approval timestamp	object
order_delivered_carrier_date	shows the order posting timestamp; when it was handled to the logistic partner	object
order_delivered_customer_date	shows the actual order delivery date to the customer	object
order_estimated_delivery_date	shows the estimated delivery date that was informed to customer at the purchase moment	object

order_items

order_id	order unique identifier	object
order_item_id	sequential number identifying number of items included in the same order	int64
product_id	product unique identifier	object
seller_id	seller unique identifier	object
shipping_limit_date	shows the seller shipping limit date for handling the order over to the logistic partner.	object
price	item price	float64
freight_value	item freight value item (if an order has more than one item the freight value is splitted between items)	float64

sellers

seller_id	seller unique identifier	object
seller_zip_code_prefix	first 5 digits of seller zip code	int64
seller_city	seller city name	object
seller_state	seller state	object

closed_deals

mql_id	Marketing Qualified Lead id	object
seller_id	seller id	object
sdr_id	Sales Development Representative id	object
sr_id	Sales Representative	object
won_date	date the deal was closed	object
business_segment	lead business segment; informed on contact	object
lead_type	lead type. Informed on contact	object
lead_behaviour_profile	lead behaviour profile. SDR identify it on contact	object
has_company	does the lead have a company (formal documentation)?	object
has_gtin	does the lead have Global Trade Item Number (barcode) for his products?	object
average_stock	lead declared average stock. Informed on contact	object
business_type	type of business (reseller/manufacturer etc.)	object
declared_product_catalog_size	lead declared catalog size. Informed on contact	float64
declared_monthly_revenue	lead declared estimated monthly revenue.IInformed on contact	float64

customers

customer_id	key to the orders dataset. each order has a unique customer_id	object
customer_unique_id	unique identifier of a customer	object
customer_zip_code_prefix	first five digits of customer zip code	int64
customer_city	customer city name	object
customer_state	customer state	object

marketing_qualified_leads

mql_id	Marketing Qualified Lead id	object
first_contact_date	date of the first contact solicitation	object
landing_page_id	landing page id where the lead was acquired	object
origin	type of media where the lead was acquired	object